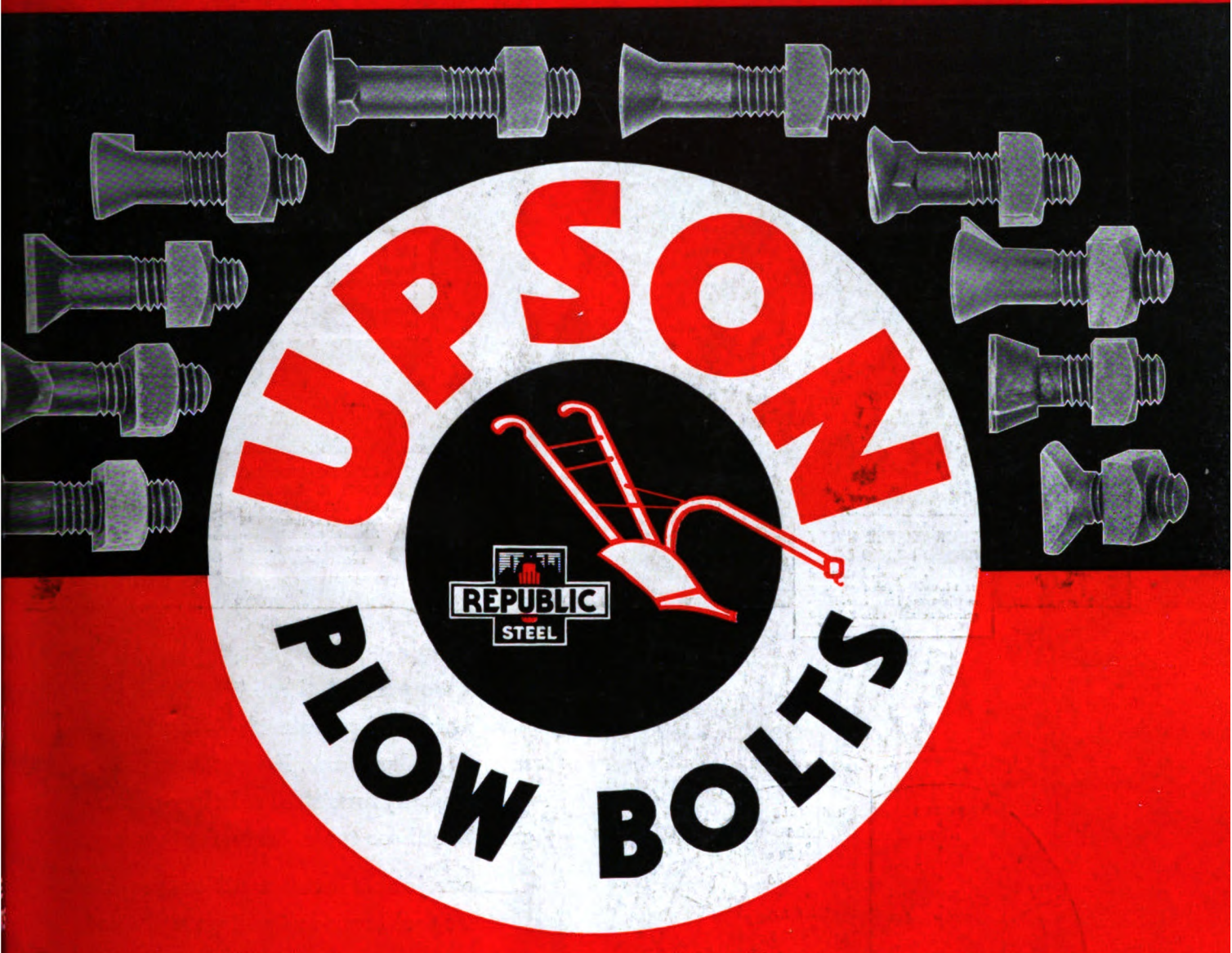
MARCH 12, 1936

HARDWARE AGE

Published
Every Other Thursday



THE LINE IS COMPLETE

All the usual styles for new plows, "repair heads" for old plows, and the numerous specials necessary to get worn agricultural implements back into working order. All are heat treated to toughen and strengthen the bolts to withstand the rigorous treatment they will receive in service. Count on Upson as a good source of supply for plow bolts.

Republic Steel CORPORATION

UPSON NUT DIVISION GENERAL OFFICES · CLEVELAND, OHIO

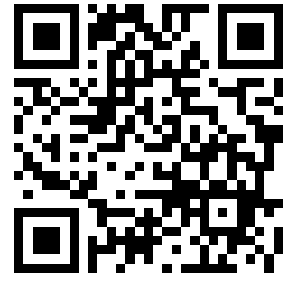
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Net Paid Circulation, This Issue 20,034

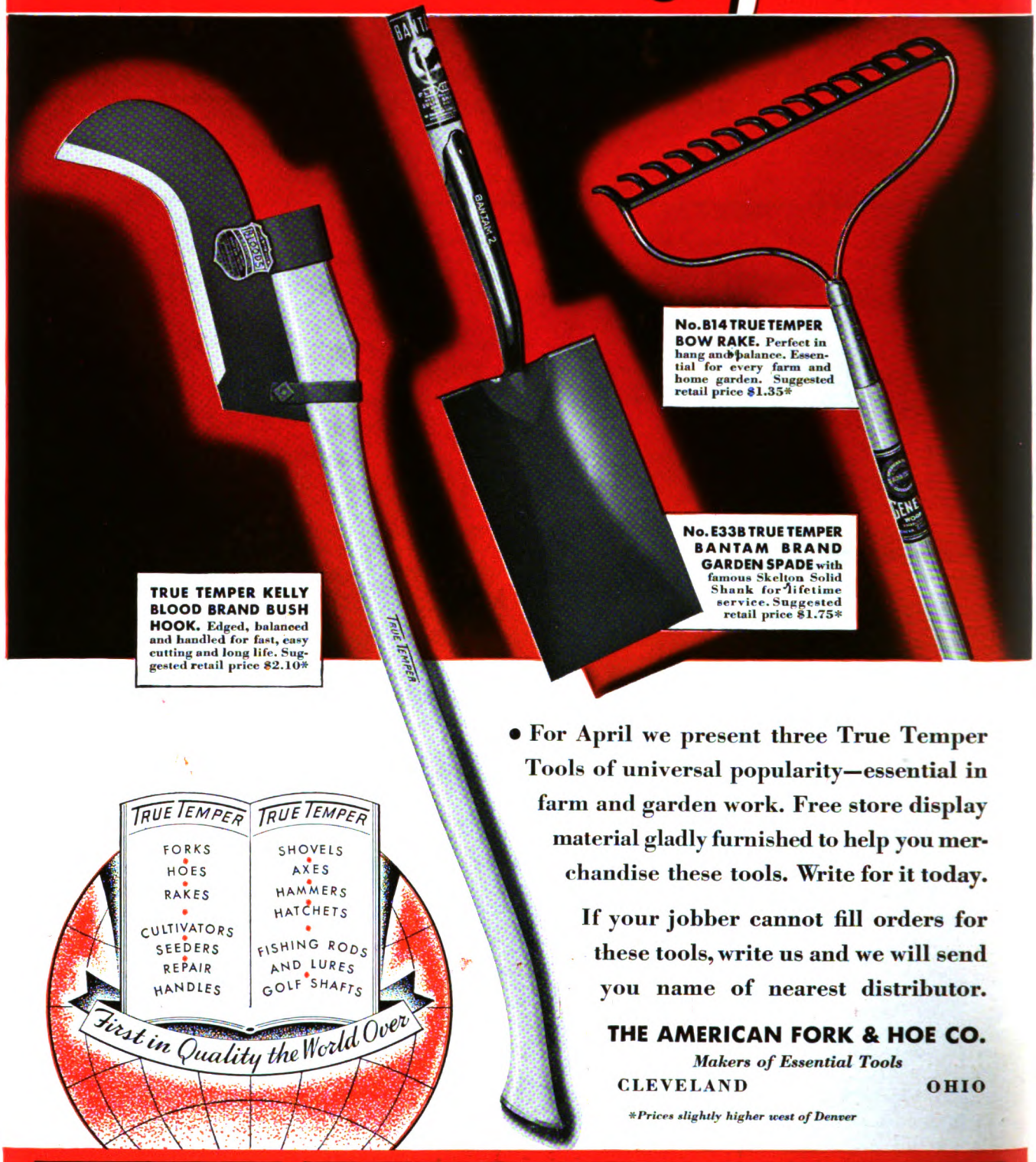
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THIS Month's TOOLS april



• For April we present three True Temper Tools of universal popularity—essential in farm and garden work. Free store display material gladly furnished to help you merchandise these tools. Write for it today.

If your jobber cannot fill orders for these tools, write us and we will send you name of nearest distributor.

THE AMERICAN FORK & HOE CO.

Makers of Essential Tools

CLEVELAND OHIO

*Prices slightly higher west of Denver

TRUE TEMPER TOOLS

Hardware Age, published every other Thursday by Chilton Co. (Inc.), Chestnut and 56th Sts., Philadelphia, Pa. Entered as second-class matter March 24, 1933, at the Post Office at Philadelphia under the Act of March 3, 1879. (Printed in U. S. A.) $1.00 per year. Single copies 15c each. Vol. 137, No. 6.

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• STOP SLAMS •



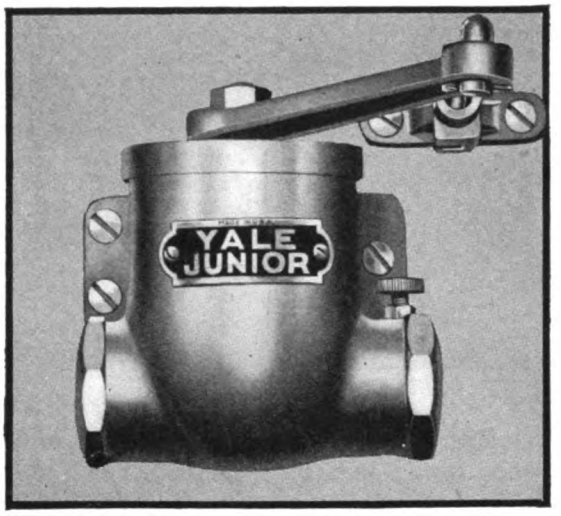
SELL TRADE YALE MARK SCREEN DOOR CLOSERS

GET in a stock of YALE Screen Door Closers and be prepared for the special profit opportunity that comes with the Spring.

Slamming screen doors and doors left carelessly open are among the worst annoyances in the home. Hardware merchants who show their customers how to end this discomfort will profit liberally.

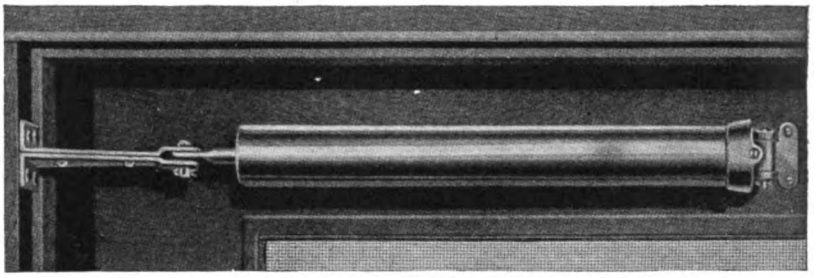
Place your order *now* with your jobber or write direct to us, giving jobber's name.

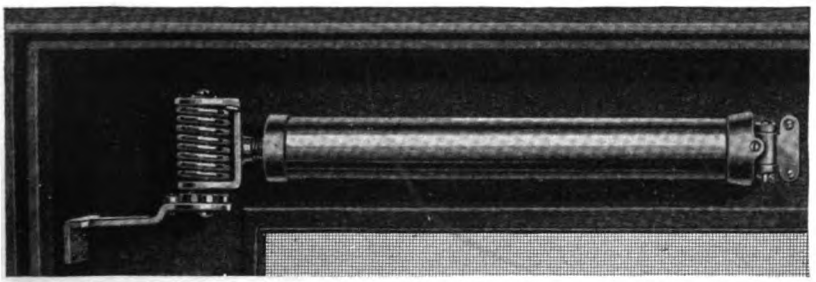
THE YALE & TOWNE MFG. CO.
STAMFORD, CONN., U.S.A.



YALE MODEL 570

LIQUID type door closer for screen doors; also suitable for light interior doors in the home. Built to the same high standards of quality as the larger YALE Door Closers used in many of the country's finest buildings.





YALE MODEL 504

POWER is provided by a compression spring contained in one cylinder which is made of seamless steel. Simple, efficient, durable.

YALE MODEL 506

OPERATES by visible coil spring. Tube is of seamless brass and piston has heavy steel washer which prevents leather washer from getting out of position. Brass spring holds leather washer firmly against side of tube. Exceptional value—strong, dependable.

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YOUR STORE IS SEVERAL STORES UNDER ONE ROOF



IF YOU operated seven stores instead of one, would you be satisfied to know that their combined business showed a profit? Of course not! You'd want an individual record for each store — its purchases, sales and expenses. You'd want to know how much each one made or lost.

Your business is really a number of stores under one roof — each a department of your business. Do not be misled into believing that your business does not need to be departmentized even though you have a net profit at the end of the year. What if you had had a loss? Would you know whether it was in house furnishings, auto accessories or tools?

You carry thousands of items. Do you know which lines pay a profit? Which lose money?

Since there is no such thing as an "average" hardware store, your margins must be adjusted to fit your individual condition. You must keep a line on what sells and how it sells to control your profit.

Uuless you have accurate records of sales by departments, how can you know where to put extra selling effort? How can you know whether it is more profitable for you to push paints rather than hardware, or vice versa?

Only by knowing what is going on in each department of your business *while it is going on* can you control your profits.

You need facts and figures which prove absolutely which department is losing money or which is making a satisfactory profit. You should be able to get such facts easily and quickly just *when you need them.*

Ask our representative how a National Cash Register Departmentizing System will help you control profits in your hardware store. It costs nothing to find out. It leaves you under no obligation. Why not call a National representative today?

THE National Cash Register Co.

DAYTON, OHIO

CASH REGISTERS • TYPEWRITING-BOOKKEEPING MACHINES • POSTING MACHINES • BANK-BOOKKEEPING MACHINES
CHECK-WRITING AND SIGNING MACHINES • ANALYSIS MACHINES • POSTAGE METER MACHINES • CORRECT POSTURE CHAIRS

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with our national advertising

• Our product is a "natural" for you. First, because there is not only a natural demand for insecticides and fungicides but a *steadily increasing one*. Right now, in your community, commercial growers and home gardeners need protection from destructive insect pests that are now beginning to infest their gardens, fields and orchards.

Our National Advertising in leading farm publications *sends these growers to you for relief*—directing them specifically to buy at their local stores. Thus you cash in on this active natural demand for spray and dust materials.

GRASSELLI Insecticides and Fungicides is the profitable line for jobber or dealer. Our steady advertising insures rapid turnover; the high quality gives your customers crop protection—and that brings them back to you for their next season's spraying requirements.

Let us quote on your season's requirements. Write us.

THE GRASSELLI CHEMICAL COMPANY, INC.

GRASSELLI Founded 1839 CLEVELAND, OHIO DU PONT

GRASSELLI

SPRAY AND DUST PRODUCTS

"The Nationally Advertised Line"



NATIONALLY ADVERTISED

in 22 leading farm publications and nearly 100 newspapers, reaching almost 4,000,000 growers.

MADE BY A FIRM WITH 97 YEARS' CHEMICAL EXPERIENCE

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Thanks . . . H. B. WATSON



You have justified our faith in the quality of RUBBERSET BRUSHES!

Painting the gigantic San Francisco-Oakland Bay Bridge is one of the biggest jobs that ever came down the pike. Rubberset is both proud and pleased that Rubberset Paint Brushes—solely and exclusively—will spread the paint on this 8¼ mile viaduct in 1936.

H. B. Watson of Oakland, holds the painting contract for the great Bay Bridge. Experienced—sound—hard to please—they looked over the whole paint brush field before they selected Rubberset. Then the order went out for Rubberset No. 35 leather bound stucco brushes—the finest stucco brushes made.

ONLY A BRUSH THAT IS TRADE MARKED **RUBBERSET** (TRADE MARK) IS A GENUINE RUBBERSET BRUSH

This order proves two things. One is that Rubberset is still as far ahead of its industry as it was when the Rubberset Process was first perfected in 1878. The other is that no job—no matter how big or how fine—is too big or too fine for Rubberset Paint Brushes. The Rubberset Process may be imitated till Doomsday, but nobody can duplicate it. The bristles of Rubberset Brushes *can't* come out. And Rubberset uses better bristles, too. You can't buy finer paint brushes anywhere.

REMEMBER THIS: WHATEVER THE JOB, HOWEVER BIG OR HOWEVER DELICATE, THERE'S A LONG-LIFE RUBBERSET BRUSH THAT YOU CAN DEPEND ON TO DO IT FOR YOU!

RUBBERSET COMPANY

PAINT BRUSH DIVISION—56 FERRY STREET, NEWARK, N. J.

ESTABLISHED 1873

NOW UNDER THE OWNERSHIP OF BRISTOL-MYERS CO.

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TURN SHORT ENDS INTO PROFITS!!!

with the GOLD STRAND MEASURING TAPE



The E-Z Computing Dial is the biggest time and money saver since the Gold Strand Measuring Tape. If your jobber can't furnish it FREE, *write us and we will see that you are supplied.*

It tells you at a glance how much cloth is left "to the inch" in any cut roll of screen wire. No unnecessary unrolling and rerolling . . . no waste pieces . . . no cutting into a new roll because *you think* there is not enough left to fill your customer's order in an already cut roll.

You're right . . . there's no guess or gamble with GOLD STRAND, the Standard of Screen Cloth Quality.

AMERICAN WIRE FABRICS CORPORATION
Subsidiary of
WICKWIRE SPENCER STEEL COMPANY
New York Chicago San Francisco

BE SURE TO GET GOLD STRAND INSECT SCREEN CLOTH NOW *from your jobber*

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REEVES

"Snaplok"

FOR YOUR PROTECTION
PACKAGES CARRY THIS REGISTERED TRADE-MARK

PATENT NUMBERS
1,900,749...1,900,750 AND RE. 18,444

THE *ONE* PIPE THAT CAN BE PUT TOGETHER WITHOUT BLOODSHED



ALL SIZES
ALL GAUGES
BLUE
POLISHED
GALVANIZED

THE NESTED STOVE PIPE THAT IS SO EASY TO ASSEMBLE

"WHAT MOST EVERYONE DEMANDS MUST HAVE *REAL* MERIT"

This pipe is put together by simply inserting **tongue on one edge into fold on opposite edge and pressing together until it snaps—the pipe is** then ready for use.

Outside surface is perfectly smooth—no folds, **slots, grooves, notches,** lugs or buttons on outside of pipe.

The "Special Blue" and "Polished Blue" sheets **from which this pipe is made, are rolled in our own mills, guaranteeing an even colored smooth finished sheet—much superior in finish and quality to the product offered by most other makers.**

ASK YOUR JOBBER—ACCEPT NO SUBSTITUTE

The Reeves Manufacturing Co.

Largest Makers of Pipe and Elbows in the World

DOVER, OHIO, U. S. A.

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Design: Patent Pending

THE POWERFUL SALES STIMULUS OF MODERN STYLING

Modern merchandisers know that style sells merchandise. Osborn Floor Brushes are lifted out of the ruck of commonplace competition by the sales-appeal of modern styling.

Note that exclusive ridge of color along the Osborn block. You can't fully appreciate the sales-magic it wields until these distinctive brushes are on display in your store.

That's why we urge you to ask your jobber NOW for the new OSBORN FLOOR BRUSH line, the line that's color-banded for distinction. It includes a complete assortment of different types, each identified by its own smart coloring and made in a full range of sizes.

THE OSBORN MANUFACTURING COMPANY

5401 HAMILTON AVENUE • CLEVELAND, OHIO

Sales Offices: New York - Detroit - Chicago - San Francisco

OSBORN

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DO YOU WANT IT?

By E. B. GALLAHER
Editor, Clover Business Service
Treasurer, Clover Mfg. Co.

AREN'T WE SOMETIMES apt to waste a lot of energy in going after 5-and-10 business (which should be self-selling) and pass, unnoticed, some large-volume, real-profit merchandise which we might sell with even less energy and at less cost?



To illustrate: At manufacturers' selling prices, there was sold in the month of September a total of about 80 thousand dollars' worth of Flint Sandpaper, while during the same period all the manufacturers together sold over 450 thousand dollars' worth of Aluminous Oxide Papers and Cloths.

These are only two of the divisions of an industry which sold over one million dollars' worth during that month—well over 10 millions a year at your costs—it's about twice that figure at consumer prices. But it illustrates our point.

If you are wasting time on pick-up business and on low-profit, small-volume items, think what you could be doing if you diverted this energy to the sale of real-volume goods which carry substantial margins!

There is nothing more profitable—no goods where large potential volume can be had with so little effort—than is found in the Coated Abrasives line.

If you doubt it, we can prove it to you.

How many 100-thousand-a-year customers do you know of in other lines? We know of quite a few. How many 50-thousand-a-year customers have you?—we know of many who spend this amount for Coated Abrasives! How many 5-to-25-thousand-dollar accounts can you name?—we know of an imposing number of such accounts in this industry!

Unfortunately such accounts have not been handled by the Jobber—that is recently. The goods go direct from manufacturer to consumer.

But there is no reason, with our help, *why you can't get your share of this volume business,* and at a good margin to boot.

Won't you give us a chance to show you?

gallaher

CLOVER MANUFACTURING COMPANY
NORWALK, CONN, U. S. A.

SANDPAPERS
METAL-WORKING PAPERS AND CLOTHS
WOOD-WORKING PAPERS AND CLOTHS

CLOVER GRINDING AND LAPPING COMPOUNDS

E. B. GALLAHER:
Clover Mfg. Co., Norwalk, Conn.

You may send me, without obligation, samples of:

- **Green Stripe** Flint Sandpaper.
- **Red-Stripe** Turkish Emery Cloth.
- **Yellow-Stripe** Aluminous Oxide Metal-Working Cloth.
- **Yellow-Stripe** Aluminous Oxide Wood-Working Cloth.
- **Yellow-Stripe** Aluminous Oxide Wood-Working Paper.
- **Orange Stripe** Garnet Paper.
- **Orange-Stripe** Garnet Cloth.
- Clover **Grease-Mixed** Grinding Compound.
- Clover **Water-Mixed** Valve-Grinding Compound.

Name _____

Address _____

Character of Business _____

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GOOD TOOLS ARE *Selling* NOW

MILLERS FALLS TOOLS
SINCE 1868
GOODELL-PRATT
1500 GOOD TOOLS

Millers Falls Company
Greenfield, Mass.

1936 is rapidly bringing more top quality trade to live hardware men. For tool purchasers are now asking for better tools—tools that will give satisfactory service for years and years. In particular, they are choosing tools bearing the familiar names "Millers Falls" and "Goodell-Pratt"—symbol of top tool quality since grandfather was a boy.

Foresighted dealers are completing their lines of Millers Falls and Goodell-Pratt tools or adding these famous quality-tools to their stock. Profits turn ceilingward in answer to this enterprising move.

Illustrated are six leaders from the hundreds of Millers Falls tools that will gain you friends and will bring them back many times during the coming years.

Write today for the Millers Falls Catalog and pick your winners for the 1936 quality demand.

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HERE is the finest, most complete line of Coleman Lanterns ever offered, the fastest selling line of pressure mantle lanterns on the market today — one of the biggest selling items in the entire Coleman Line. Here's what you can offer with Coleman Lanterns in 1936:

New Low Prices
New Gasoline Model at $4.45
Two New Kerosene Models
Genuine Pyrex Glass Globes **— an exclusive Coleman Feature**

With a complete stock of Coleman Lanterns, you can supply models for every lighting need — up to 300 candlepower of light. You can supply models to suit every fuel preference at a price for every purse.

They're wind, rain and insect-proof; they're strongly built for long service... they have everything a man wants in a good lantern. They're all-season sellers... profit-makers the year 'round. You will want at least a sample assortment. Call your jobber or write nearest Coleman House for full information and latest dealer prices.



The NEW Coleman KEROSENE Mantle Lanterns



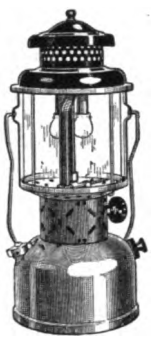
MODEL No. 235. A new Kerosene Mantle Lantern of latest improved type that shines forth with 300 candlepower of clear, white light. Has 2 mantles; 6¾ inch green porcelain top and green enamel fount; Pyrex glass globe; built-in pump.
U. S. Retail Price..... **$7.45**

MODEL No. 234. A brand new, single mantle Kerosene lantern that burns 96% air and only 4% fuel. Produces up to 175 candlepower of brilliant light. Has 5-inch green porcelain canopy top. Pyrex glass globe, green enamel fuel fount and built in pump.
U. S. Retail Price..... **$5.95**

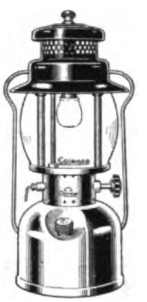
GASOLINE MANTLE LANTERNS



MODEL No. 228-B
A big, sturdy lantern for your customers who want the very best. Lights instantly, uses Coleman Silk-Lite Mantles, gives up to 300 candlepower brilliance.
U. S. Retail Price..... **$7.95**



MODEL NO. 220-B
The same efficient, 300 candlepower instant-lighting lantern as No. 228-B, but has 5¼-inch green porcelain top. A popular model.
U. S. Retail Price..... **$7.45**



MODEL No. 242-A
This little lantern with the big brilliance, single mantle type, produces up to 175 candlepower of pure white radiance. Built-in Pump. Pyrex Globe.
U. S. Retail Price..... **$5.95**



MODEL No. 243
A brand new little single mantle lantern of 175 candlepower brilliance. Lights instantly. Mica globe. Blue enamel fuel fount and canopy top. The most lantern for the money in its price class.
U. S. Retail Price..... **$4.45**

THE COLEMAN LAMP AND STOVE COMPANY
General Offices: Wichita, Kansas — *Branches:* Philadelphia, Chicago, Los Angeles, Toronto

[AD-29]

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Because *of its* Square, Even Mesh



RED EDGE SCREEN CLOTH KEEPS OUT THE SMALL INSECTS AS WELL AS THE FLIES

SUN-RED EDGE SELF MEASURED SCREEN CLOTH

TRADE MARK REG. U.S. PAT. OFF.

BRANDS

Sun-Red Edge **AluminA** (electro-plated with zinc)
Sun-Red Edge **Black** (painted)
Sun-Red Edge **Bronze**



Reg. U.S. Pat. Off.

● Accurate weaving, plus a system of rigid inspections and tests, gives Red Edge that complete uniformity of mesh which insures real protection against small insects.

But this is only one phase of Red Edge MULTIPLE PROTECTION. A screen is no better than the wire from which it is made. Red Edge AluminA is made from full-gauge wire, of open-hearth steel, entirely free from splices; and is covered with many coats of zinc and varnish, to defy the ravages of weather and wear.

And the red enamel edge itself is an extra protection, as well as our permanent identification. It prevents rusting of selvage wires under the nailing strips, where moisture collects...guards against wires pulling out along selvage...reinforces the firm, heavy body of the screen cloth.

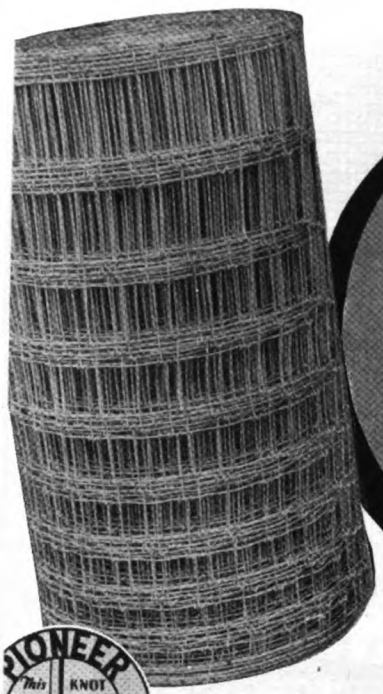
It is this red edge that identifies both the screen cloth and the dealer who sells it—for quick, profitable sales, and repeat business.

SOLD TO AND DISTRIBUTED BY RECOGNIZED JOBBERS ONLY

REYNOLDS WIRE CO. DIXON, ILLINOIS

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THE *Modern* LINE OF FARM IMPROVEMENT PRODUCTS



EASIEST SELLING FENCE IN 1936



Flame-Sealing provides a heavier, more uniform zinc coating—tougher and more adherent. Copper-bearing (0.20% minimum) special-analysis steel of high tensile strength and elasticity. All wires full gauge.

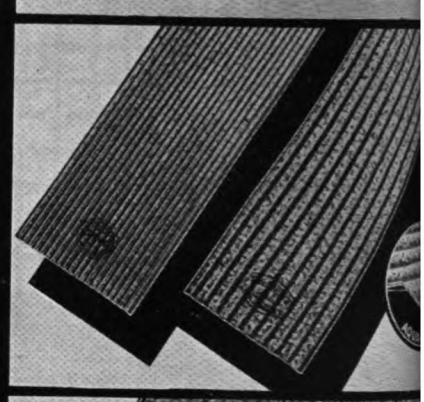
● In the Flame-Sealed process Continental gives you the hottest fence-selling feature in years. It's more than a talking point—it's a protection against rust for years longer—a modern fence to meet modern demands for enduring value at ordinary prices. Every roll you sell builds prestige for your store at the same time it pays you a clean profit.

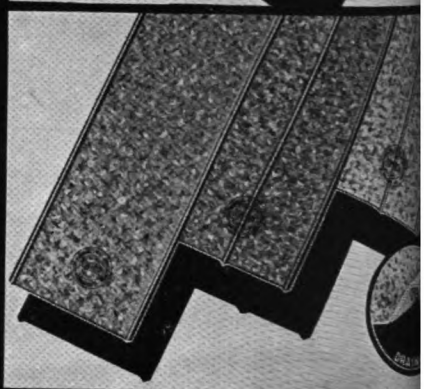
Get in line for Flame-Sealed sales in 1936. Consistent advertising in the farm papers is inviting customers to Continental dealers. Continental supplies direct mailings to your prospect list—signs—store displays—literature with your own imprint. Find out how fully Continental co-operates to assure you profits.

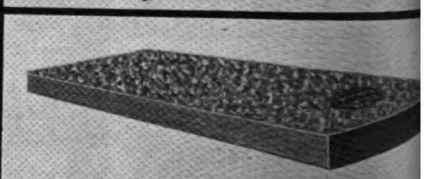
CONTINENTAL STEEL CORPORATION
General Offices: Kokomo, Indiana
Plants at Canton, Kokomo, Indianapolis

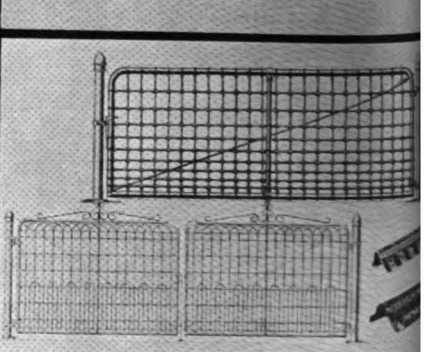
* CONTINENTAL *Flame Sealed* FENCE













NEW OPPORTUNITIES FOR DEALERS

Enjoy extra profits by getting fence, steel sheets, gates, steel posts, nails, and kindred products from a single source in mixed car shipments. Cash in on Continental's vigorous advertising of steel sheets for roofing and siding. The Continental line is complete—corrugated, V-crimp, "Drainrite" and "Aquatite" sheets; roll roofing, farm, poultry, lawn, Diamond Mesh, chain link fence; nails in all styles, sizes, and finishes; bale ties, wire corn cribs, etc. Dealer profit and Continental quality in every item.

SEND FOR PLAN TODAY

● **Send me the big book—the "CONTINENTAL Money-Making Plan for 1936." No obligation.**

Name.....

Add.....



A VARIED ASSORTMENT OF HEADS AND P

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3 famous BRANDS



BULL DOG CORD—2-braid. The leading brand of high quality garden hose. Attractive wide corrugations. Distinctive chocolate brown color. For discriminating home owners, estates, parks, contractors, country clubs.



VIGILANT—2-braid. Our largest selling brand of 2-braid garden hose. High enough in quality to be considered a strictly high grade hose, yet low enough in price to command a large volume of sales and repeats.

● *Consistently improved instead of cheapened. All 3 have a strong cotton cord carcass. All 3 known by names recognized everywhere.*



VIXEN—1 braid. Built to supply the demand for a popular priced hose that will give satisfactory service.

Don't overlook **THIS ONE!**



The new *Tiger!* Astonishing value. A low price hose that you can sell on a *quality* basis. Enables you to meet all low-priced competition. Built with cotton cord carcass, well braided, with fine ribbed corrugations.



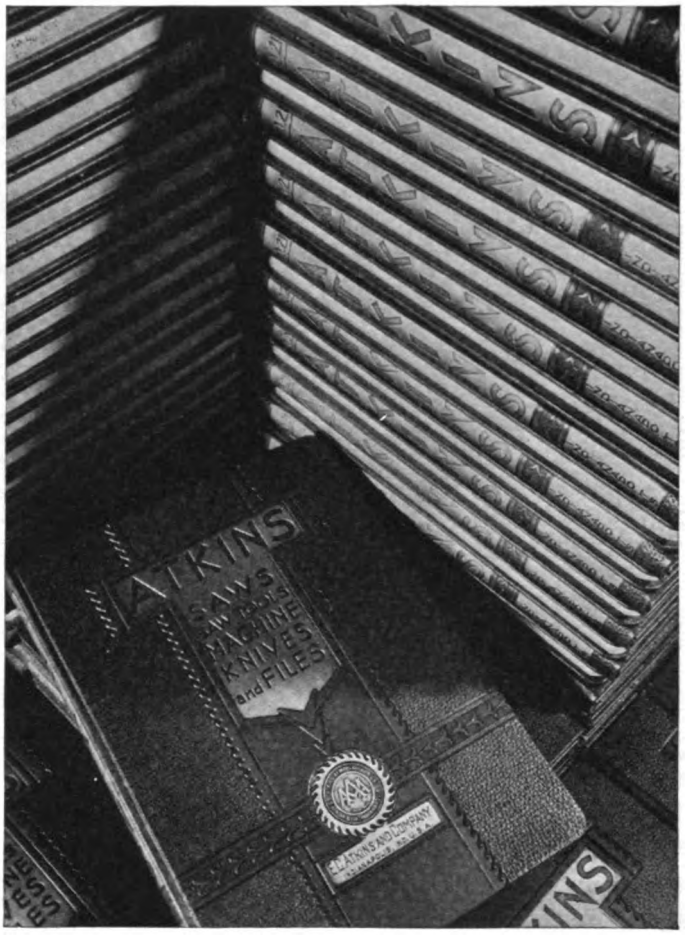
The BOSTON NOZZLE

Most imitated nozzle made. Never equalled in quality. Fastest seller. Simply and heavily constructed. Gives a perfect spray.

BOSTON WOVEN HOSE & RUBBER CO., BOSTON, MASS.

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ATKINS 1936 CATALOG



The Blue Book of Saws, Saw Tools, Machines, Knives, Files, etc.

The new 1936 Edition of ATKINS Catalog is just off the press. It is the most complete and modern book of standards of quality Saws, Saw Tools, Machine Knives, Grinding Wheels, Files and Specialties ever published.

A copy of this Blue Book will be sent to every executive who requests one by writing us on their official stationery.

E. C. ATKINS AND COMPANY

Home Office and Factory, 410 South Illinois St., Indianapolis, Ind.

— BRANCHES —

Atlanta, Ga.
Chicago, Ill.
Memphis, Tenn.
New York, N. Y.
New Orleans, La.
Klamath Falls, Ore.
San Francisco, Calif.
Portland, Ore.
Seattle, Wash.
Paris, France.

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MARSHALLTOWN

TROWELS

LEADING IN SALES



MARSHALLTOWN TROWEL CO.

MARSHALLTOWN · IOWA.

7 things to look for that assure RIPE OLD AGE

You can offer Your Customers more than your competitor who sells ordinary galvanized fence





Copper-Bearing steel (20 to 30 points copper) • • • Patented "Galvannealed" Zinc Protection • • • Quality of Wire • • • Uniformity • • • Careful Fabrication • • • Scientific Construction • • • Honest Gauge

Mid-States dealers enjoy the added convenience and economy of supplying all their needs for field fence, barbed wire, steel posts, nails, ornamental fabrics, gates, from ONE SOURCE, IN ONE CAR—because the Mid-States line is complete. Write for catalog and complete information • • • and • • • 1936 Sales Plan.

MID-STATES STEEL & WIRE CO. Dept. M-25 **CRAWFORDSVILLE, IND.**

("Galvannealed" wire produced under Keystone license)

MID-STATES FENCE "GALVANNEALED" Copper-Bearing

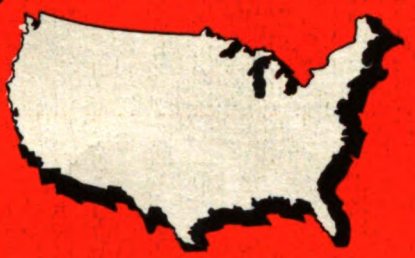
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WINNING

success in all fields

The initial announcement of the NEW Nicholson, Black Diamond and McCaffrey Files urged file users to test these products on their own work under conditions as they actually exist in their own plants. Hundreds of tool users took us at our word – and put these files to severe tests.

FROM ALL OVER THE COUNTRY COMES



UNQUALIFIED APPROVAL OF THESE NEW FILES

Now come the reports of these tests. They show beyond doubt that the NEW Nicholson, Black Diamond and McCaffrey Files will do all that we claimed – and more.



FROM AN INTERNATIONALLY KNOWN MACHINE MANUFACTURER

"These New Files have exceptionally sharp teeth which give lasting service. In fact, they are the toughest files we have ever tried out."



DROP-FORGING PLANT ORDERS

A large New York State concern tried out 12 Flat Bastard files. Praised them highly and then emphasized it with orders.



PRAISE IN VIRGINIA

In a nationally-known machine works, the NEW FILES were given comparative tests by severe critics. They were called "definitely superior."



IN A LUMBER CAMP IN FLORIDA

Most of the men tried the NEW Special Cross Cut File. All claimed it was "far better" than any they had ever had.



IN THE GREEN MOUNTAIN STATE

Head machinist in "fine shop" enthusiastic about the Flat Bastard files, especially for snagging castings.

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THE FACTS

behind an outstanding success



These New Files Are Available in

NICHOLSON
BLACK DIAMOND
McCAFFREY
Brands

Isn't it worth while to try files that are proving that they represent the outstanding improvement in file manufacture in a generation? Nicholson File Company, Providence, R. I., U. S. A.

NEW METHOD OF MANUFACTURE AND TOOTH CONSTRUCTION FULLY PROTECTED BY PATENTS PENDI

A FILE FOR EVERY PURPOSE

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When they ask for "hinge-joint fence" sell them Pittsburgh Hinge-Joint



It's good business!

HINGE-JOINT FENCE has many virtues. Many farmers prefer it because of its ready adaptability to any farm use. Although Pittsburgh Steel Company makes the perfected electric-welded stiff-stay fences, remember, it has also made hinge-joint fence for 17 years! Because of its enviable reputation for quality, Pittsburgh Farm Fence, both hinge-joint and stiff-stay types, will be one of the leading brands of fence in the coming boom market for farm equipment. Lay in a stock of the popular styles of Pittsburgh Farm Fences now and get your share of that business.

PITTSBURGH STEEL COMPANY

739 UNION TRUST BUILDING • PITTSBURGH, PA.

Pittsburgh Fence Hinge-Joint and Stiff-Stay

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"MY GLASS TURNOVER IS GOING *up .. up .. up*"

"One reason, of course, is that I handle L·O·F Quality Glass exclusively. It's easier to sell than other brands because consistent national advertising has made the public thoroughly familiar with the L·O·F name, the L·O·F label and the L·O·F standard of superior quality.

"But that's not the only reason. The rest of the story is that I really make a feature of my glass department. I put the L·O·F name out where people can see it, thus letting the national advertising react to my own benefit. I maintain a permanent glass display that customers can't help but notice. I surround the glass with allied products. I instruct my clerks to talk about glass at every opportunity. And I let my jobber's salesman help me keep an adequate, balanced glass stock.

"That's why glass sales are producing such a handsome profit for me. I handle the best glass on the market . . . and I let people know about it. The same plan will work in your store, too."

• • •

In addition to its obviously superior quality, L·O·F Quality Glass is more perfectly annealed in the longest lehrs used in the industry. This makes it less brittle and, consequently, easier to cut. That is why hardware merchants who handle it are never troubled by excessive breakage . . . why their profit is a Protected Profit.

LIBBEY·OWENS·FORD GLASS COMPANY . . . TOLEDO, OHIO

LIBBEY·OWENS·FORD
Quality Glass

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What is it ?

THAT CATCHES EYES AND MAKES SALES



A WINDOW OF *Taylor* THERMOMETERS

THERE'S nothing new about the sales power of a window display. But many hardware retailers have had to prove that what is true about other products is true of Taylor Thermometers.

This window increased thermometer sales. And where retailers have displayed Taylor instruments, they, too, have profited from more sales.

The reasons are very simple. More people say that they consider Taylor Thermometers the most accurate they can buy.

More people have shown that they know the Taylor name better than the name of any other make.

In Taylor thermometers and weather instruments—indoor and outdoor, roast meat, candy and jelly, oven, and deep-frying thermometers and stormoguide—you sell products that your customers know . . . products that they accept as trustworthy. When you put Taylor instruments in your window and display them in your store, you keep thermometer sales moving all year round.

Your wholesaler can give you information on this complete line of instruments. Prove to yourself that you can make worthwhile profits from Taylor thermometers and weather instruments. Taylor Instrument Companies, Rochester, N. Y., or Toronto, Canada.

Taylor
INSTRUMENTS

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Here it is! The Shingle that everyone has been waiting for . . . the shingle with a Built-in Shadow Band!



Fairchild Aerial Surveys, Inc.

Barrett SHINGLES



No sunshine needed—the shadow is there all the time in a Barrett Broad Shadow Shingle roof.

Good news to shout from the housetops

Better than ever . . . and exclusively Barrett! The new Barrett Broad Shadow Shingle has a band of dark-colored mineral surfacing built right into the shingle to give the deep shadow effect that home-owners demand.

This new feature plus all the other advantages offered by the Barrett Broad Shadow Shingle—its *double thickness at the butts*, design, color, economy and protection—is available at no extra cost. It's the answer to roofing dealers' problems!

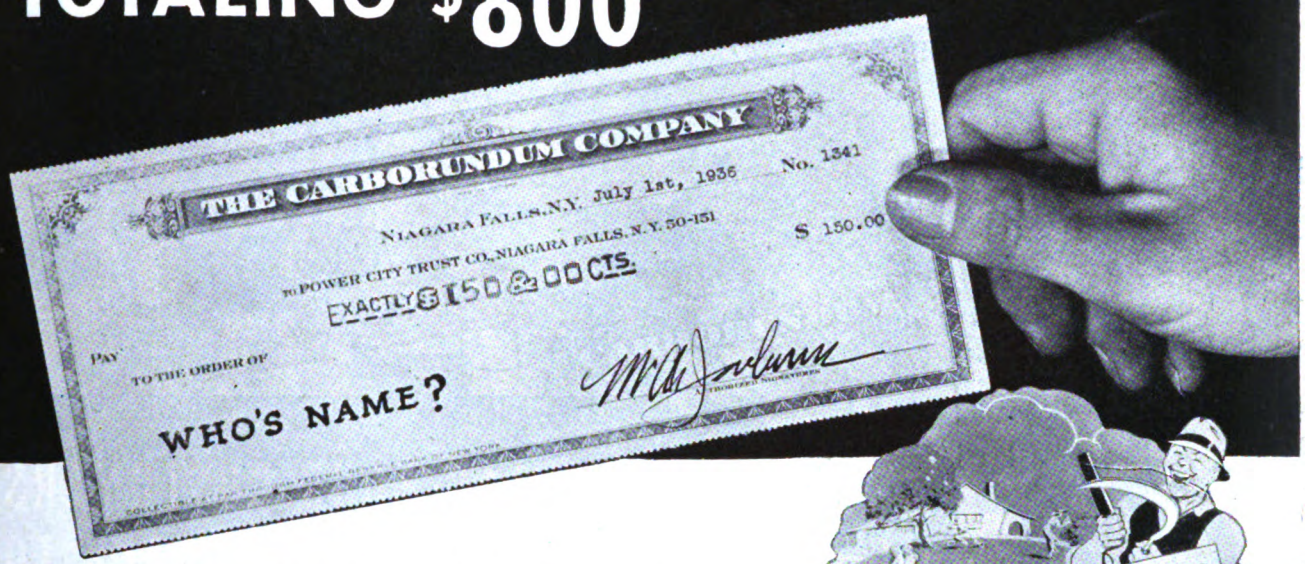
Make sure you get a new Broad Shadow Shingle roof on a house in your neighborhood. These roofs are so good-looking they almost sell themselves. Get aboard the Shadow Band Wagon, and help yourself to better shingle sales.

THE TECHNICAL SERVICE BUREAU of The Barrett Company invites your consultation with its technically trained staff, without cost or obligation. Address The Technical Service Bureau, The Barrett Company, 40 Rector Street, New York.

THE BARRETT COMPANY, 40 RECTOR STREET, NEW YORK, N. Y.
2800 So. Sacramento Avenue, Chicago, Illinois **Birmingham, Alabama**

Digitized by Google

WIN ONE OF THESE 28 CHECKS TOTALING $800



Include this display piece in our garden window contest

● This display piece comes with the items that are shown attached to it. Every one is a logical spring garden item. As logical as hoes, lawnmowers, spades and hedge clippers. Each item shown has been selected because it "pairs-up" with at least two other spring items that you will feature. Order the Number 536 assortment described at the right. Show this display piece in your window with your other spring garden equipment. Then send us a photo of your window. That's all you have to do to enter this contest.



$800 PRIZES

The $800 in prizes will be divided equally between merchants in towns of over 10,000 population and those in towns under 10,000 population. So no matter where you are located you have an equal chance with any other merchant to enter and win one of the first, second, third, fourth or one of the other twenty prizes.

TWO 1st PRIZES	$150	TWO 3rd PRIZES	$50
TWO 2nd PRIZES	75	TWO 4th PRIZES	25

20 PRIZES OF $10 EACH

READ THESE SIMPLE RULES

1. No restrictions on the kind of merchandise displayed in window you enter except as follows:

(A) merchandise must all be related to gardening or farming.

(B) Each window must contain the Carborundum display shown on this page.

2. Each entry must be in form of a photograph. An ordinary snapshot will do. The contest will be judged on the display, not on the photography.

3. The name, address and whether store is in town of over or under 10,000 population must be *printed* on back of photograph.

4. Contest closes June 1, 1936. Window can be installed any time previous. Awards will be published in July hardware papers.

5. The judges will be George H. Griffiths, President, Hardware Age; Harold W. Hirth, Manager Merchandising Service, National Retail Hardware Association, and Richard Pond of Batten, Barton, Durstine and Osborn, Inc. Decisions of the judges will be final.

6. In case of ties duplicate awards will be made. No photographs will be returned.

7. Mail all entries to Contest Editor, Advertising Department, The Carborundum Company, Niagara Falls, N. Y.

The CARBORUNDUM COMPANY

NIAGARA FALLS, N. Y.

SPECIAL No. 536 ASSORTMENT

Below is listed a minimum assortment of merchandise featured with this Display Card. Every item is timely, sure selling and is being extensively advertised.

Whether you enter the contest or not, you should have this minimum assortment on hand to complete your stock of spring farm and gardening merchandise. Fill in coupon. Mail today.

3 No. 57 Files	retail value	$3.00
3 No. 46 Garden Stones	" "	1.50
3 No. 191 Scythe Stones	" "	1.05
3 No. 190 Scythe Stones	" "	.75
3 No. 42 Lawnmower Sharpeners	" "	1.95

Your price $5.36 Retail price $8.25

The items mounted on the display card are included to make up the above totals.

CLIP AND MAIL TODAY!

THE CARBORUNDUM COMPANY, NIAGARA FALLS, N. Y.

Send me your Spring Display Card and 1/6 dozen of each item in addition to items shown on display. Bill through:

Print name of jobber here

Send without cost an adequate supply of handbills featuring these items.

Name _____

Address _____

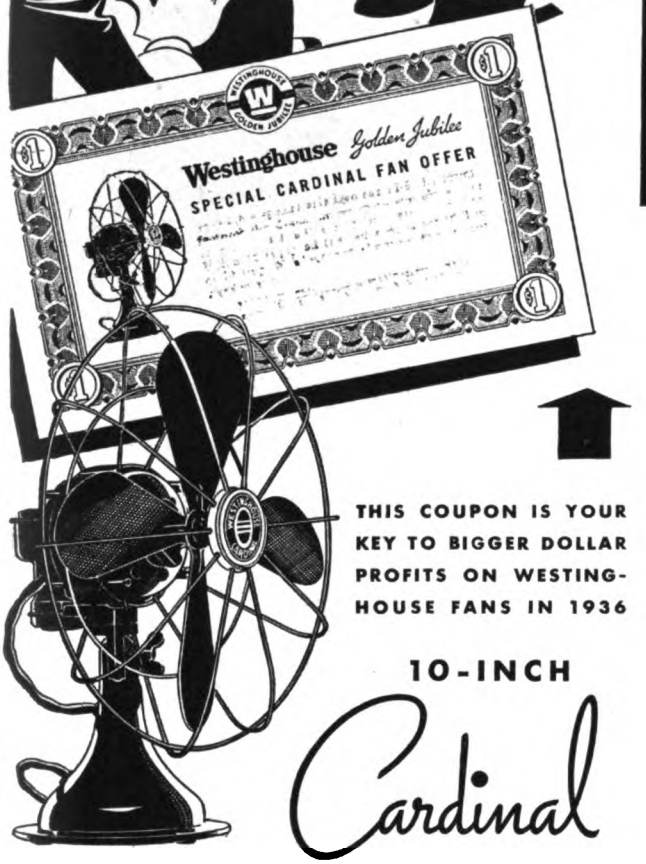
City _____ State _____ 3-A

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We have a BETTER WAY



TO TAG YOUR CUSTOMERS SO THEY'LL COME BACK TO BUY FANS FROM *You*



THIS COUPON IS YOUR KEY TO BIGGER DOLLAR PROFITS ON WESTINGHOUSE FANS IN 1936

10-INCH *Cardinal* OSCILLATING

AND A SALES-WINNING ADVERTISING PROGRAM...

● We've replaced the "Sold (I hope)" kind of fan-selling with a program that brings your fan prospects back to *you* when they're ready to buy.

It's a simple, easily-used plan — a tried-and-proved idea — and it will *do things* for your fan sales volume and fan profits.

There's no mystery about it — and all the details are now ready for you.

WRITE OR WIRE

— have your Westinghouse Representative bring you the story (if he hasn't already told you about it) and then get yourself set for a record year on Westinghouse Fans — pioneer leaders in domestic and commerical fields.

WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY
Merchandising Division — Mansfield, Ohio

Westinghouse *Golden Jubilee*

50 YEARS OF ELECTRICAL ACHIEVEMENT

WESTINGHOUSE 1886 1936 GOLDEN JUBILEE

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BEAUTY AND PROTECTION

BY SHERWIN-WILLIAMS

There's the warmth and zest of a spring morning in a gleaming house . . . a house painted with SWP. There's a pride and contentment in living in it . . . in having your neighbors appreciate it as part of their community

SWP is the best known and most widely used house paint in America. Years of resea
years of work . . . have establish
those years have brought pleasur
. . . brought beauty and protectio

All the qualities . . . the smoot
uniform mixture that brushes so e
. . . the sun-fast colors, true-toned a
glossy surface . . . the longest life
portant in your painting costs.

repeat, are for your pride and satisfaction in your home's lasting beauty and protection.

Hours and pages could be spent telling you how Sherwin-Williams Paints—SWP for your house, Flat-Tone and Semi-
rooms—are made, and why these are
their best story . . . the story you are
old on the job. Since 1881 home-
Then and today Sherwin-Williams
merica's preference.
ow about paint is Sherwin-Williams."
etropolis . . . city, town or hamlet . . .
the earth" emblem is displayed is
There the Sherwin-Williams dealer
and to serve you.

COLOR! COVERAGE!

You can have twelve to
your painting. Ask the Sh
locality about the S-W Budget Payment Plan. Write directly to Sherwin-Williams Co., Dept. S, Cleveland, O.

er for your free copy
beautiful and informative Sherwin-Williams Home Decorator. Or write directly to The Sherwin-Williams Company, Department S, Cleveland, Ohio.

SHERWIN-WILLIAMS PAINTS

ALL YOU NEED TO KNOW ABOUT PAINT

PAINT SALES! Sherwin-Williams Spring Paint Advertising will give people in your community—and millions in every community—the urge to paint. Sherwin-Williams Dealers will benefit as never before, in increased sales, and continued sales leadership. *Lead with the Leader*—**SHERWIN-WILLIAMS PAINTS.**



SEE THE SHERWIN-WILLIAMS ADVERTISEMENTS IN LEADING MAGAZINES

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"WHEN THE PIONEERS SETTLED THE WHEAT LANDS"

Still Full Malleable UNBREAKABLE





1936 Balanced Design
Still Full Malleable

. . . as it was
Back in the PIONEER DAYS!

WHEN the rich wheat lands were being settled by hardy pioneers; when sod houses and board shacks served as shelters while breaking the virgin sod for that first crop, the range was the most important item of household equipment . . . and only a "malleable" could stand up under the constant firing and hard usage of the pioneer farm house.

Here in the West this new type of range was born to meet a demand for extreme stamina . . . made of unbreakable iron with hand riveted joints. MONARCH was one of them, and of them all, MONARCH alone has survived as a "malleable" range in all that the name implies.

Instead of abandoning the time-honored principles of construction to meet the demand for modern beauty, MONARCH simply *added* porcelain enamel and artistic balanced design.

The modern MONARCH is still full malleable—*unbreakable*. The gleaming enamel exterior you admire is merely the outer shell. The qualities that bring long life, good baking and fuel economy are still there, underneath. And the dealer who guards the interest of his customer still insists on selling this full malleable MONARCH when a quality range is desired.

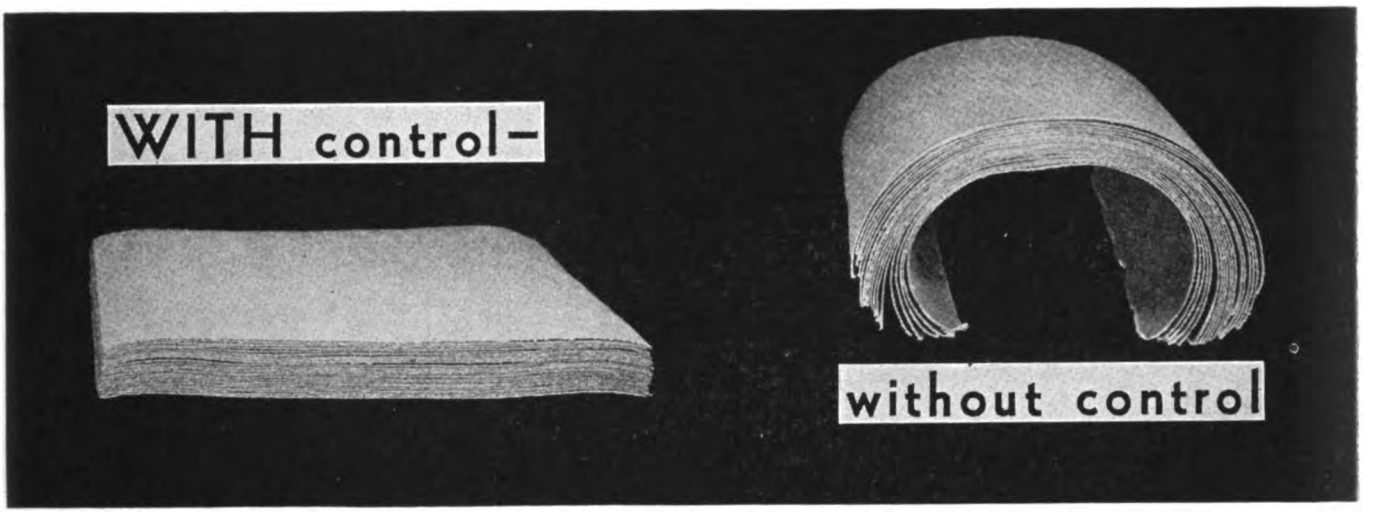
Monarch
MALLEABLE

How to Do a Bigger Range Business

The Monarch dealer can substantially increase his range sales by taking advantage of the Monarch Practical Payment Plan. With this plan the smallest dealer can meet the term competition of mail order house, city installment store or itinerant peddler. A small down payment; a very low "carrying charge"; 12 months to pay, and the full rate of profit secured on a cash sale, are the outstanding features of this proven plan. Full details are offered both to present Monarch dealers and to those in open territory who are interested in merchandising plans that will build volume and profits.

MALLEABLE IRON RANGE CO., 63 Lake St., Beaver Dam, Wis.

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It is the 3-M

"QUALITY CONTROL" PRODUCTION METHOD

that makes

MINNESOTA MINING & MFG. CO. SANDPAPER

THE WORLD'S HIGHEST STANDARD of QUALITY

This is important to you. It means satisfied customers, repeat business, faster turnover.



This Trademark

MINNESOTA MINING AND MFG. CO. 3 M CO. ST. PAUL, MINN.

Your Guarantee of Quality

You can control customer buying habits better this spring by making them "Refinishing" conscious with our free selling aid service.

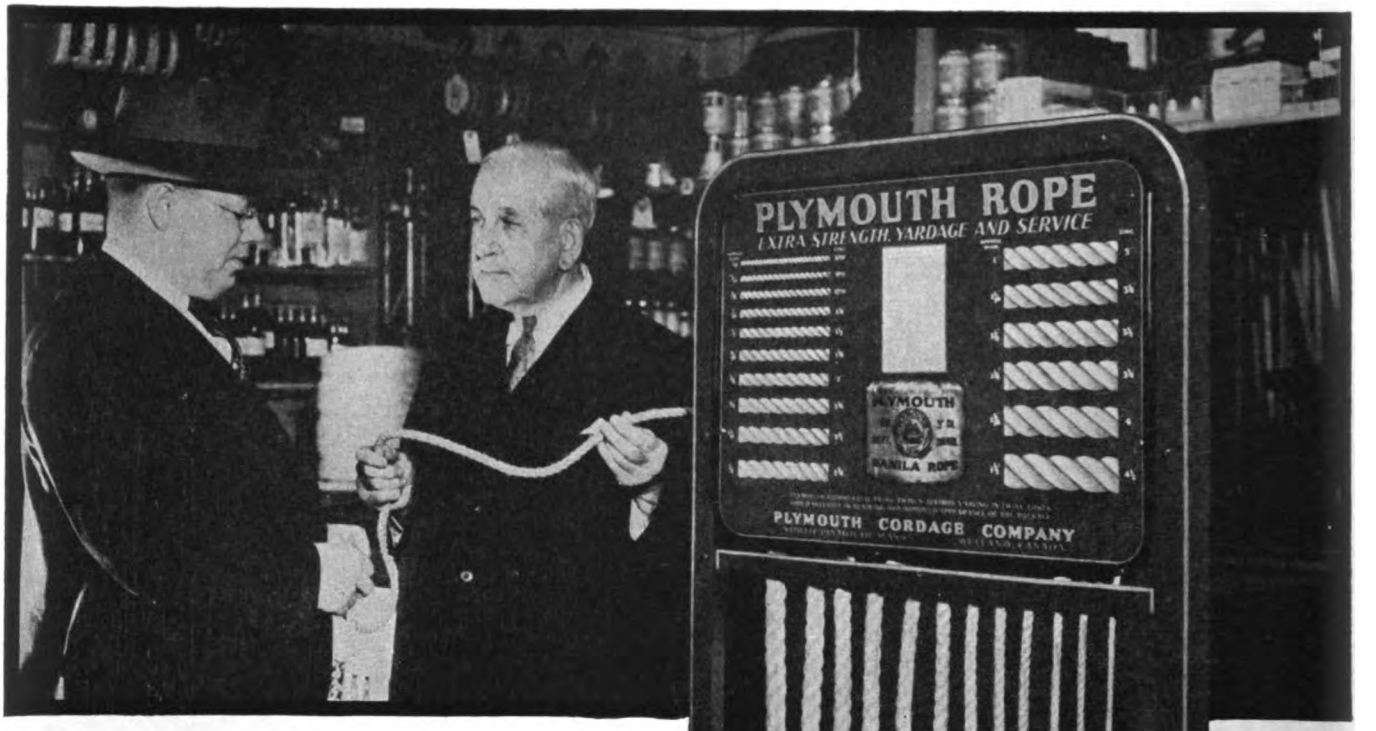
Thousands of retail hardware dealers are profiting through the use of this service today. Why not you?

THE MINNESOTA QUALITY BRANDS OF SANDPAPER AND EMERY CLOTH
MADE BY MINNESOTA MINING & MANUFACTURING CO., SAINT PAUL, MINNESOTA

Since 1828	Since 1906	Since 1907
B-A Brand Flint Paper (9x11)	3-M Brand Flint Paper (9x11)	PIONEER Brand Flint Paper (8¾x10½)
STAR Brand Flint Paper (8¾x10½)	IMPERIAL Brand Flint Paper (8¾x10½)	WAUSAU Emery Cloth (9x11)
B-A Emery Cloth (9x11)	CRYSTAL BAY Emery Cloth (9x11)	

AND "SANDY SMOOTH" HOUSEHOLD PACKAGES

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"Rope Sales Jumped at least 50%" . . .

say many dealers who have installed the new

PLYMOUTH SALES-MAKER

Dealers' enthusiastic letters are full of news like this: "Our rope sales have increased 50%". . ."Our sales volume has almost doubled" . . . "We certainly appreciate your making this tool available" . . ."Why wasn't it brought out before?" . . . "It's a money-maker in selling rope" . . .

This remarkable new fixture is a rope department in itself—displaying your whole range of rope sizes—reminding your customers of their rope needs—providing a measuring and cutting device to save your time—all in a floor space 34" x 16". You never saw anything like it as a sales booster! Why not put it to work in **your** store?

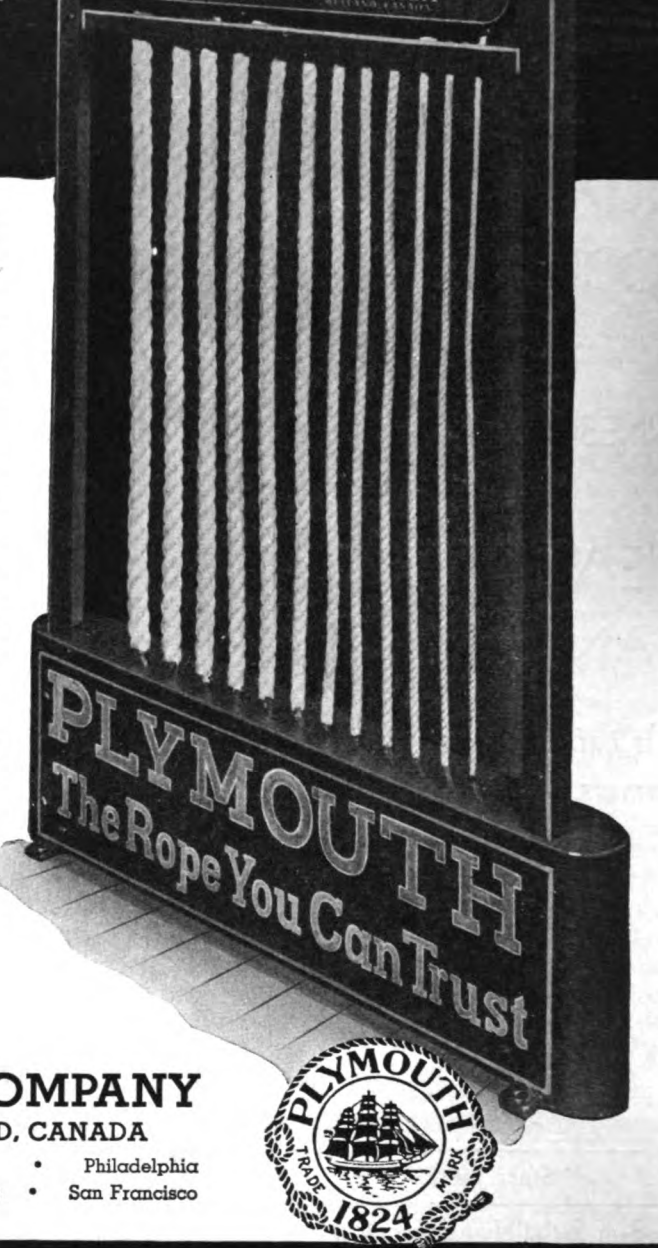
Order through your Plymouth Rope distributor or write us for full details.

•

PLYMOUTH CORDAGE COMPANY

NORTH PLYMOUTH, MASS. and WELLAND, CANADA

Sales Branches: New York • Boston • Baltimore • Philadelphia
Cleveland • Chicago • New Orleans • San Francisco



PLYMOUTH TRADE MARK 1824

PLYMOUTH - *the rope you can* TRUST

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He *buys in a* WEEK...

what She *buys in a* YEAR!



Are you using the one best way to get his business?

● Just give your list of customers a little mental "once-over." It's obvious, isn't it, that painters buy in such quantities as to put them in a class by themselves?

So what about the painters in your community whose business you're not getting? That business goes where they buy their white-lead. Where they buy that, they buy all.

They'll be much more likely to buy from *you* if you stock and *push* Dutch Boy White-Lead...*the most sought-after item in the painter's line.*

Other Dutch Boy products that help to bring painters in are: Dutch Boy Linseed Oil, Dutch Boy Lead Mixing Oil, Dutch Boy Colors-in-Oil, Dutch Boy Liquid Drier, Dutch Boy Wall Primer and Dutch Boy Quick-Drying Red Lead Primer.

What they SEE they BUY

Here's a merchandising idea that store after store is finding profitable... a *Dutch Boy Department!* You simply pick out your most prominent section of shelving and in it you concentrate the Dutch Boy line, every item. Such a display makes a tremendous impression on painters, makes them feel your store is a leader in supplying the kind of goods they buy.

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 900 W. 18th St., Chicago; 659 Freeman Ave., Cincinnati; 820 W. Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 2240 24th St., San Francisco; National-Boston Lead Co., 800 Albany St., Boston; National Lead & Oil Co. of Pa., 316 Fourth Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.



Dutch Boy Painters' Products

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You Can Meet ANY Demand with an Excellent STANLEY HAMMER

from

THE TOOL BOX OF AMERICA
STANLEY

No need to pass up hammer profits! Prove to yourself these tools can be paying items by trying the fast selling balanced assortment shown above! It includes hammers built and priced for the varied needs of your customers.

And back of this assortment is the complete Stanley line, offering hammers of all descriptions — to meet any demand — and every one giving you your fair margin. Keep Stanley Hammers on display! Keep in the minds of your sales people the points of superiority listed below! You'll get a reward of many profitable sales.

Stock the **BALANCED ASSORTMENT** *Shown Above!*

3#51-½	Nail "Stanley"	$1.00
3#101-½	Nail "Standard"	.75
3#111-½	Nail "Arrow"	.60
3#211-½	Nail "Hercules"	.39
	RETAIL PRICE	**$8.22**
	Dealer Cost	**5.48**
33-1/3% DEALER'S MARGIN		**$2.74**

These POINTS *Will Help You Sell Quality Hammers!*

Special analysis, heat treated steel heads. Faces and claws individually hardened and tempered.

Crowned and chamfered faces, beveled claws.

"Evertite" handle fit to prevent loose heads.

Surer "feel" resulting from Stanley scientific balance of weight.

Young, live, straight grained hickory handles for strength.

STANLEY TOOLS, ***New Britain, Conn.***



THEY ALL LOOK TO STANLEY — *The Tool Box of America* — FOR THEIR TOOLS

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Sell MATCHED NESCO KITCHEN SETS!



A NEW achievement in modern **Housewares — completely** matching sets in Enameled Ware and Japanned Ware — *The Merchandising Opportunity of the Year!* Already **taking the country by** storm—two new creations, Nesco Stainless **Enameled Ware, in exciting** new modern shapes and designs, and **new Nesco Garden Girl** Japanned Ware, both in the new popular **Snow White and Black** combination, make the perfect ensemble **for modern kitchens.**

For greater Sales-per-Customer — greater **Volume and Profit for 1936** — use the powerful appeal of new color harmonies, **complete Matched** Kitchen Sets — by Nesco. The largest **National Advertising** program in the Housewares Industry will feature **this idea. Be sure your** own merchandise "Tie in" guides that tremendous **demand and popular** acceptance into your own Housewares **Department.**

"Tie Up with Nesco for a Greater 1936". Let **us tell you this grand story** and the opportunities awaiting you with the **50¢ Special Introductory** offer on Nesco Stainless Enameled Ware — **a story of high profits!**

NATIONAL ENAMELING AND STAMPING COMPANY

Executive Offices: 449 NORTH TWELFTH STREET, MILWAUKEE, WIS.

Factories and Branches: MILWAUKEE — CHICAGO — NEW YORK
BALTIMORE — PHILADELPHIA — GRANITE CITY, ILL.

Please tell us about Matched Kitchen Sets and the Story of Profits in the 50¢ Special Offer.

Name.....

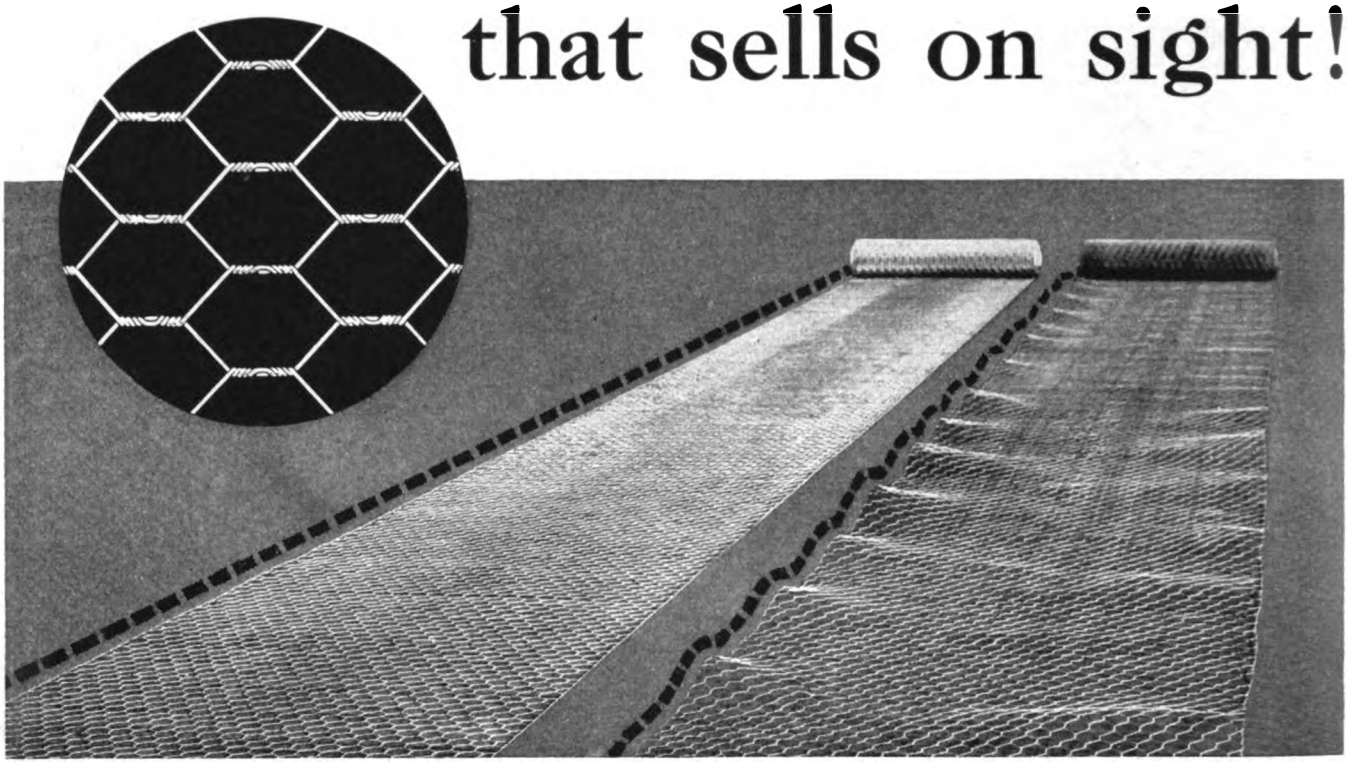
Address.....

City.....*State*.....

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Here's a new Poultry Netting

that sells on sight!



AMERICAN HEX-CEL ORDINARY NETTING

STAYS STRAIGHT AND TRUE AS A STEEL YARDSTICK

SELLS on sight! Prove it yourself and to your customer by a simple demonstration. The picture above shows what we mean. Unroll some American Hex-Cel Poultry Netting. Then—along side of it—unroll any ordinary netting. Instantly you see the difference. So do your customers.

Why is American Hex-Cel so much better? Lots of reasons: Hex-Cel Lock Joint holds each cell in true alignment. This means a flat, non-buckling fence—makes the use of top and bottom boards unnecessary—requires fewer supporting posts.

Hex-Cel fights corrosion. It's made of Copper Bearing steel wire—smoothly coated with zinc. Easy to erect. Stretches tight and straight as a die without bagging.

This new poultry netting costs no more than ordinary netting. Advertising is telling your customers about it. Take advantage of this opportunity to get more sales and satisfied customers. Order a stock at once.

AMERICAN HEX-CEL

POULTRY NETTING

Other American Brands: **Hextraline, Straightline**

American Steel & Wire Co., 208 South La Salle Street, Chicago • Empire State Bldg., New York
Columbia Steel Company, San Francisco

Tennessee Coal, Iron & R. R. Co., Birmingham
Export Distributors:
United States Steel Products Co., New York

UNITED STATES STEEL

Digitized by Google

Two sure-fire profit items *for Spring*

ALL signs point to a healthy pick-up in lawn fence and flower bed border business this spring.

Business in general is better. People have more money to spend on improving their property—a lot of it will be spent on lawns and gardens. That means sales of lawn fence and flower bed border.

Get your share! Sell Cyclone "Red Tag" products. Your customers know this famous, nationally-advertised line. They know Cyclone cannot afford to put the Cyclone name on anything but the finest products. That means ready acceptance.

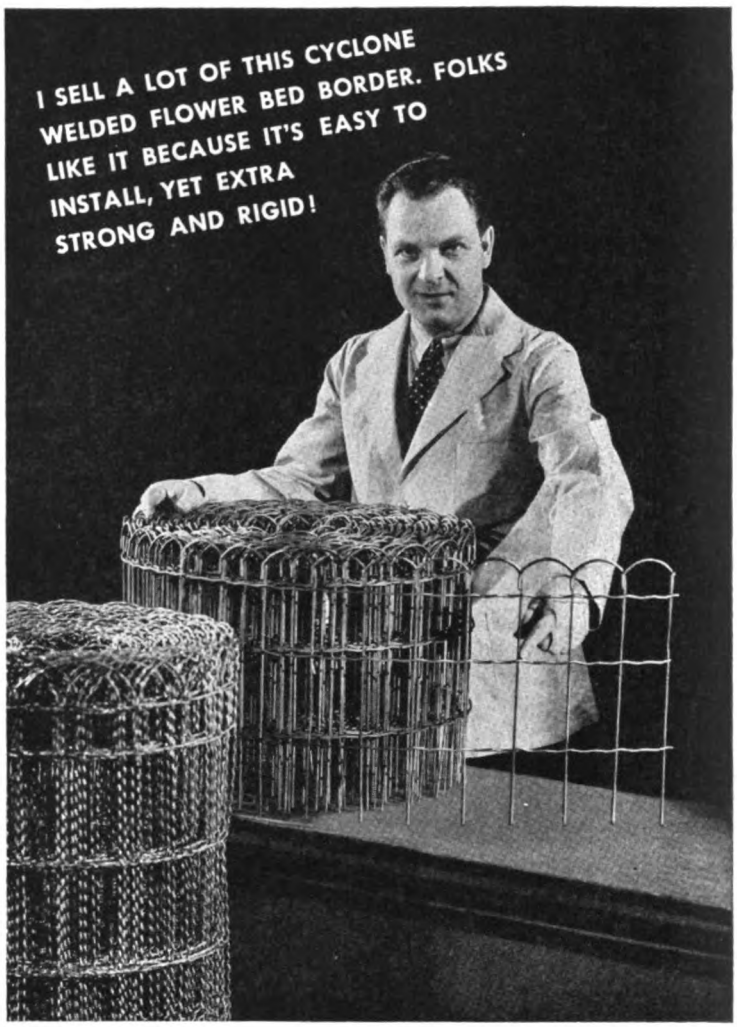
Styles to suit every customer

Cyclone Lawn Fence comes in three different styles with gates to match. Standard heights 24″ to 48″.

There are two styles of Cyclone Flower Bed Border—woven and welded. Easily installed—conforms to any size or shape of flower bed, path, or walk. Welded border is a particularly good seller. Home owners like its rigid construction.

Phone your jobber today

Telephone your jobber now for complete information and prices on Cyclone Red Tag Lawn Fence, Flower Bed Border and trellis. Ask him, too, about Red Tag Screen Cloth, Hardware Cloth, and Rubbish Burners.



CYCLONE

"Red Tag"

LAWN FENCE · · · FLOWER BED BORDER

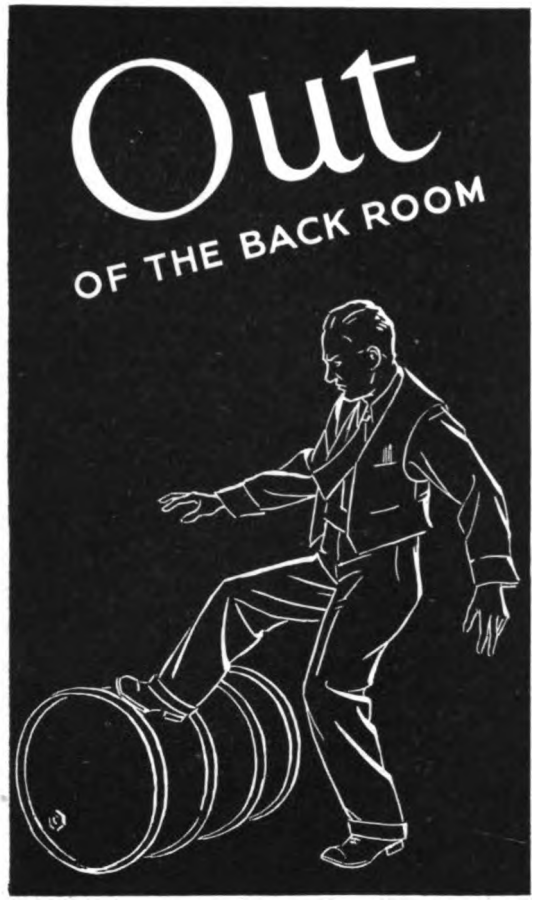
Made by the makers of Cyclone Fence

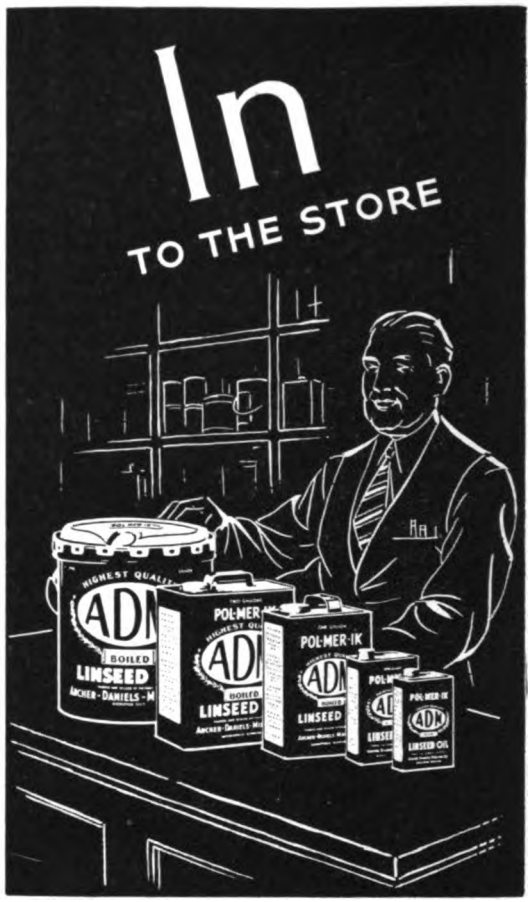
Cyclone Fence Co., *General Offices:* Waukegan, Ill.

Pacific Coast Division: Standard Fence Co., Oakland, Cal.
Export Distributors: United States Steel Products Co., New York

UNITED STATES STEEL

Digitized by Google





Display POL-MER-IK linseed oil along with your paints

YOU can obtain POL-MER-IK Raw or POL-MER-IK Boiled in pint, quart, one and two gallon cans and five gallon drums. These factory-sealed containers are a guarantee of 100% pure linseed oil, protected against contamination. You'll find your customers preferring this better linseed oil in tamper-proof cans. When you sell POL-MER-IK, you're giving better value than ordinary raw or boiled linseed oil, and at no extra cost. POL-MER-IK imparts better gloss, harder finish and greater wearing qualities to a paint job. And the reason for these added values is that POL-MER-IK is 100% pure linseed oil, 10% of which has been kettle-cooked to a varnish body. Ask any Master Painter what this means to a paint job. Order POL-MER-IK today. Display these striking, three-color cans. Discover how quickly sales are made. You'll never go back to bulk selling, with its usual annoyances and losses.

Get ready for Spring business now. POL-MER-IK will increase your sales and profits. Consult your regular jobber or write us about POL-MER-IK, the better linseed oil.

Write for this Interesting Book

"BOILED OILS AND THE BURNING LINE OF PAINT FILMS."



Of unusual interest to dealers, master painters and users of linseed oil, is this new booklet. It presents a clear and understandable discussion on the drying time of linseed oils, tells about the "Burning Line" of paint films and how film burning can be avoided. Write today for your copy.

ARCHER DANIELS MIDLAND COMPANY

MINNEAPOLIS, MINNESOTA

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A new kind of Fence that commands attention

BETHANIZED FENCE is something *really new* in fence. It derives powerful sales appeal from the greatest improvement in fence protection since galvanizing was introduced.

The wire from which Bethanized Fence is woven is coated with zinc by an entirely new electrolytic process, known as Bethanizing. This Bethanized Wire breaks away so completely from the limitations of wire coated by older methods that it brings a new era in fence manufacture.

Details about this remarkable new kind of zinc coating are given on the following page.

No Extra Charge for This Super-Fence

In spite of its longer life and the greater value it offers to fence users, Bethanized Fence sells at the same price as older types. Every rod of Bethanized Fence set out is a strong-pulling advertisement. Its clear-cut superiority is a powerful lever for the dealer to use toward increasing his sales.



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Why BETHANIZED FENCE is so Superior

COATING NEVER CRACKS OR POWDERS



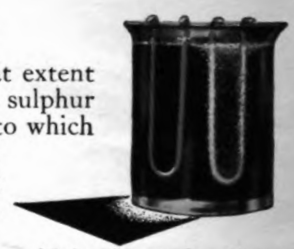
Two of the foremost characteristics of a Bethanized coating are tightness and ductility. It withstands weaving into fence without cracking or powdering at the joints that would either expose the base metal to corrosive agents or reduce the effectiveness of the coating at this point. An extreme demonstration of what a Bethanized coating will stand is the test of bending a piece of wire flat back on itself, as shown in the illustration. No flaking occurs when this is done. The wire is, in effect, securely guarded against the weather by a flawless, impervious tube of zinc.

COMBINES EXTRA-HEAVY WEIGHT WITH GREAT UNIFORMITY



Just as a chain is no stronger than its weakest link, a protective coating is no more durable than its thinnest spot. The Bethanized coating is not only of extra-heavy weight but is far more uniform than coatings applied by older methods. There are no thin spots to afford easy points of attack for rust.

PURITY OF ZINC MAKES FOR LONGER LIFE



The durability of zinc when exposed to the weather depends to a great extent upon the purity. The most destructive elements in the atmosphere are sulphur gases—present even in remote rural districts. These gases form acids to which pure zinc is immune but that attack the zinc when impurities are present. This means that the purer the zinc the longer it will last. Bethanizing applies to wire 99.99 per cent pure zinc—the purest ever manufactured commercially.

The freedom of the Bethanized coating from attack by sulphuric acid is shown by the test illustrated at the right. When two pieces of wire, one Bethanized and one made by any of the older processes, are immersed in a solution of sulphuric acid a cloud of bubbles rises from the latter (at right in cut) as the acid attacks it. The Bethanized sample, on the other hand, remains free of bubbles, showing its high resistance to attack.

★ All Bethanized Fence is woven from wire made of true copper-bearing steel, containing from 0.20 to 0.30 per cent copper. The different types of Bethanized Fence are described briefly below. Full details are given in our new Bethanized Fence catalog.

★ BETHANIZED FARM FENCE

Bethanized Farm Fence is of the same design as the well-known Bethlehem (Cambria) Fence which it supersedes. It is of the same tried-and-proved cut-stay, hinge-joint construction, that enables it to spring back after being knocked out of shape.

Bethanized Farm Fence is made in a wide range of types and sizes to meet the various needs of users of field fence.

★ BETHANIZED CHICK FENCE

The superior protective coating on Bethanized Wire is of special importance on chick fence with its relatively light wires which, unless thoroughly protected from the weather, are an easy target for the attacks of rust. The Bethanized coating assures long life for even the lightest-gauge fence.

★ BETHANIZED STIFF-STAY FENCE

For fence users who prefer a stiff-stay fence, Bethanized Stiff-Stay Fence has features that appeal to prospective buyers. Among these is the staple lock, clamping the wires securely but still permitting adjustment to uneven ground.

★ BETHANIZED LAWN FENCE

The lustre of the Bethanized coating is of special advantage in lawn fence where appearance is so important. Bethanized Lawn Fence is woven with the top of each picket tightly interlaced with adjoining pickets, forming what is known as the "braced-stiff" top that keeps the fence erect and straight. It is made in either single-arch or double-arch construction.

BETHLEHEM STEEL FENCE POSTS

Bethlehem makes a line of steel fence posts that meet every farm requirement. The Omega-U Post, with rugged strength that makes it practically unbendable. The Erecto Post—inexpensive, easy to set out, neat in appearance and with exceptional strength for its weight. Punched and Self-Fastener Posts, in angle and tee sections. End, Gate and Corner Posts, in either angle or tubular types.

BETHLEHEM STEEL COMPANY

GENERAL OFFICES: BETHLEHEM, PA.

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First in a series of advertisements telling how Columbian Tape-Marked, Pure Manila Rope is made.



Top photo:—Native Filipino cutting Abaca stalks from which manila fibre is extracted. Below: Native stripping away the pulpy matter.

QUALITY *Controlled* every step of the way

Only *Controlled Quality Fiber* is used in making this Rope

NO other section of the world offers the fine manila fibres that we get from the Philippine Islands. Here in the heart of Mindanao, we have our own resident buyers. These experts know rope and they select only the proper grade of fibre for every Columbian Rope and Twine Product.

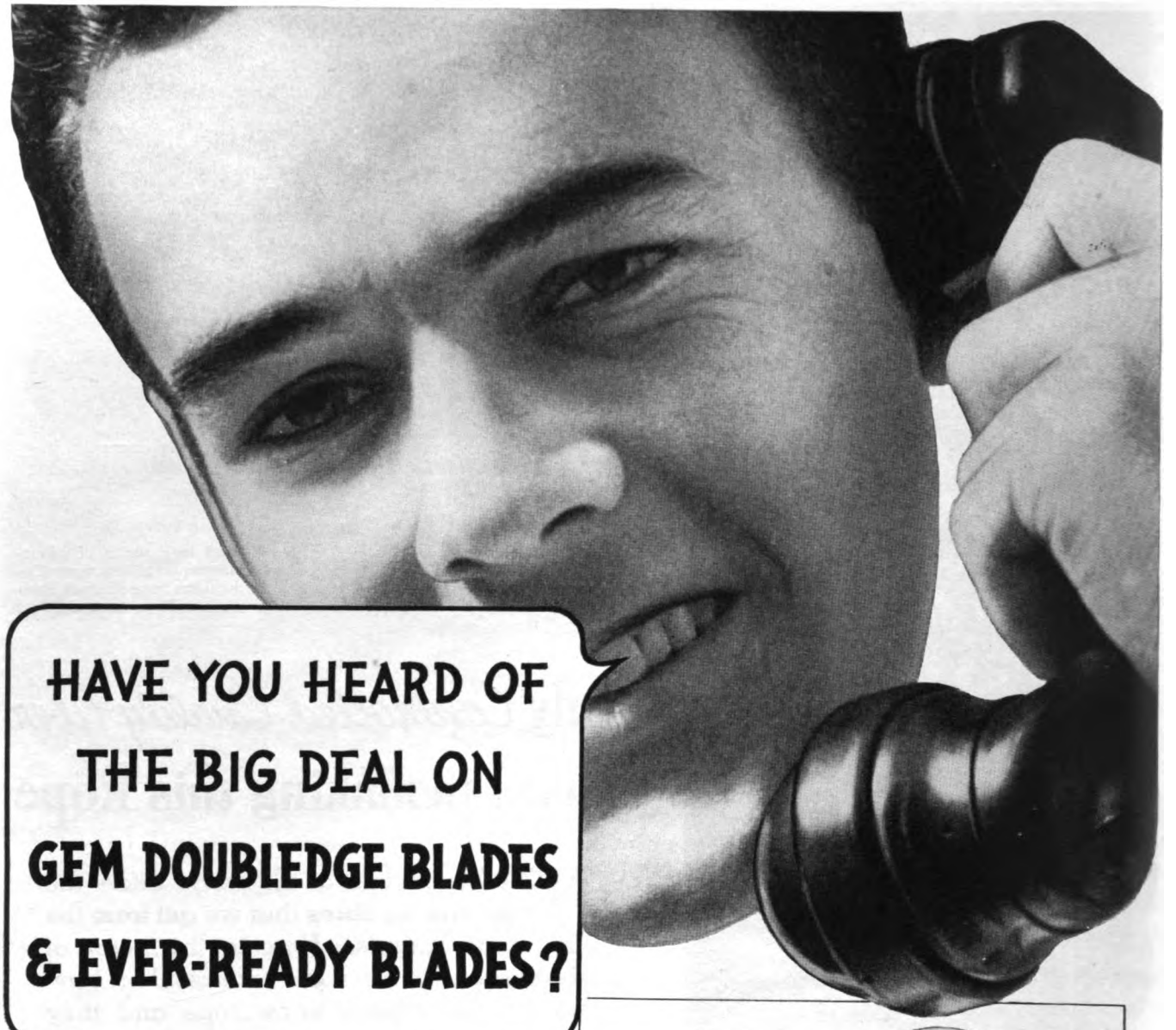
Ours is the only cordage mill that has its own buyers, warehouses and packing establishments in the far-off Philippines. We do not depend on outside sources to supply us with fibre.

It stands to reason that Columbian Rope must be better.

COLUMBIAN ROPE COMPANY
352-80 Genesee Street
AUBURN, "The Cordage City," N. Y.

COLUMBIAN TAPE MARKED PURE MANILA ROPE

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HAVE YOU HEARD OF THE BIG DEAL ON GEM DOUBLEDGE BLADES & EVER-READY BLADES?

free

1 PACKAGE WITH EVERY 10 PACKAGES

Offer expires April 1, 1936

Now—plus your regular mark-up—you get 10% EXTRA PROFIT on two of the most profitable items in your sundries department! This cash-in-the-bank offer gives you 1 five-blade package FREE with every 10 packages. Don't miss this 10% extra profit! Get all you can while the deal lasts—stock nationally-famous Gem Doubledge Blades and Ever-Ready Blades! Feature them on the counter so that profits will roll in faster! American Safety Razor Corp., Jay & Johnson Streets, Brooklyn, N. Y.

CALL YOUR WHOLESALER TODAY

10% EXTRA PROFITS!



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HARDWARE AGE

With Which is Combined GOOD HARDWARE

CHESTNUT AND 56TH STREETS, PHILADELPHIA, PA.

Sales Offices

239 WEST 39TH STREET NEW YORK, N. Y.

Vol. 137 No. 6

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PUBLISHED EVERY OTHER THURSDAY

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$400 in Cash Prizes for GRISWOLD window displays

Griswold Contest Display Material is increasing Sales for the Wineyar Hardware Store . . . one of Western New York's leading retailers at 1830 Genesee St., Buffalo.



JUST SEND SNAPSHOT PHOTO LIKE THIS →

FREE *Set of sales-tested Griswold Display Material sent each store mailing entry coupon below.*

EVERY ENTRY WINS AN AWARD . . .

. . . NO EXTRA MERCHANDISE TO BUY

Win your share of this $400 cash. Win one of the valuable prizes awarded every contestant. Win extra sales assured by proven selling-value of Free contest displays. All you do is put a little extra effort in arranging your spring window of cooking utensils, and send a snapshot of it to The Griswold Mfg. Co., Erie, Pa.

To help you win, The Griswold Co. sends Free, 4 posters and 5 window cards . . . a $2 gift of tested-selling material. Mail coupon for your set *today*.

Remember the prizes are only part of your awards. For your contest window automatically increases your sales of full-profit Griswold ware. Why? Because your display brings your store direct benefit from the "Triple Advertising Campaign" of page-high advertisements now appearing in the Ladies Home Journal, Better Homes & Gardens, and Country Gentleman. It reaches over 5,461,000 women in cities, towns and on farms. This Griswold campaign is again, the only national magazine advertising supporting your sale of cast iron cooking utensils.

Mail your coupon today so the valuable displays reach you in time to put in your window during March or April, (contest closes May 15th). Be one of the Griswold dealers to win cash, win increased sales, and receive the national publicity which will be given the winners.

50 PRIZES

1st PRIZE	$100
2nd PRIZE	$50
3rd PRIZE	$15
NEXT FORTY-SEVEN	$5

Every Griswold dealer who sends in a snapshot of his contest window and fulfills the simple rules of the contest, receives an attractive chromium-finished ash tray. These valuable ash trays will be the exclusive gifts to the progressive dealers who enter this contest.

MAIL THIS ENTRY COUPON TODAY

The Griswold Mfg. Co., Erie, Pa.
Attention: Advertising Department

I'm going after the cash, merchandise prize and extra sales offered in your $400 window display contest. Rush me the *free* $2.00 set of tested window display material, so I can arrange my Griswold window at once.

NAME

STORE

ADDRESS

HOW TO WIN IN BIG GRISWOLD PRIZE CONTEST

Think of winning $100 or any one of the other 49 cash prizes, for following the few simple rules listed below. You just plan an attention-getting display, using the free Griswold contest display material featuring Griswold merchandise. Before you take your snapshot, be sure you have followed these 12 easy rules:

1. No entry fee, no purchases to make. 2. Each tying contestant will receive full amount of award. 3. Submit as many different windows as you want. 4. Each window must include all four Griswold Contest Posters, and at least two of the five contest display cards. 5. Windows submitted must be displayed in store for at least 10 days (dates of display must be given). 6. Each entrant must be submitted in form of photograph. An ordinary snapshot will be sufficient. Photographs will be judged on basis of display and not on basis of photography. 7. Photographs should be accompanied by the brief statement of 25 to 100 words about the sales success secured through your window. 8. Pictures submitted become property of the Griswold Mfg. Company. 9. Name of store and address must accompany photograph. Name of window trimmer desired. 10. The sole judges will be Charles J. Heale, Editor of Hardware Age, and Rivers Peterson, Editor of Hardware Retailer. Decisions of the judges will be final. 11. Contest begins March 15th and closes May 15th at midnight. 12. Displays must feature Griswold products exclusively and be installed at dealer's expense.

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Just Among Ourselves

By CHARLES J. HEALE

Editor, Hardware Age

Farmer Credits—

Three convention speakers, well qualified, talked to Montana hardware men about selling to the farmer on credit. Without hearing each other, nor discussing the subject together beforehand, they were in complete accord on one basic point, i.e. that farmer's notes matured entirely on the calendar basis without regard to the specific periods of the year when the farmer had income enabling him to meet a note. This is a natural situation, yet simple enough to correct. Sufficient examples were offered for a more practical method of handling such paper for the farmer-customer. Instead of trying to get a flat pro rata, monthly payment all through the year—concentrate the payments in the three or four months that the farmer has money coming in, and the chances of getting prompt payments are much better. All three speakers cited experiments with this idea and it is likely that Montana hardware men generally will endeavor to try out the plan. It is a good idea for other hardware men, in other parts of the country, to study—certainly it is worthy of experimentation and may prove a valuable selling asset because of its convenience to the farmer-customer.

Water Systems—

A manufacturer of water systems selling from $35 to $250, tells me that the retail hardware trade is by far the largest and best distributor group for such equipment. This includes both the gas engine and electrically operated types of water systems. Other retail groups take the following relative positions in the distribution of such goods: (2) feed and grain dealers (3) plumbers (4) implement dealers. He based his figures on a survey among a group of leading producers of this class of equipment. There is in the wind a plan for further cooperative promotion in this industry which should result in a greatly increased sale of water system equipment. It must be remembered that when the sale of bathroom or kitchen equipment accompanies the sale of the basic water system, the amount of the sale is about doubled. Therefore, the sale of this class of equipment is worthy of study and development. The individual sale represents considerable money and justifies outside selling activity starting early this spring.

Quality Lines—

Without trying to even suggest that competitive prices are not a serious, current problem to hardware dealers, I am happily impressed with some sales records of both manufacturers and wholesalers which I have studied since January first of this year. There is very little let-up in the contest for retail business and with this hard-fought contest the element of price is always present—yet I am convinced (from sales records—not conversation) that there is a swing back toward an appreciation of quality workmanship and materials on the part of consumers. In about fourteen states, with at least fifty salesmen representing all kinds of merchandise sold through hardware channels, I hear the welcome "it is a funny thing, but some of our highest price numbers are selling best at present." Then, with a little pressure, is developed the information that in the past six years some trimming of sales, here and there has brought the best-quality goods down, in price, to a point where it is good economy to have the best. If these observations represent a typical situation with American hardware producers, the depression has been well worth its cost. If today, our best line of goods are priced properly and represent the real values that we seek in distribution, then our future as both a producing and distributing force is assured. Basically, most people want the best but there is a limit they will go in paying for it. If we as an industry are now at a point where our pricing is fair and equitable there is ahead of us a great and profitable future.

Competition—

Western railroads have plenty of competition for existing business. As a result, their dining car services and prices come close to being your money's worth—not

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too close however. From Chicago west to the Pacific Coast one is impressed with the availability of prices not more than 50 per cent higher than a good hotel would charge. Contrast this with the big eastern roads where competition is relatively unimportant and you realize what a factor competition really is in making a business efficient. Eastern roads get the long price (very long, too) on every bit of food sold to the hungry passenger. A comparison of menu cards obtained from both eastern and western roads put the eastern crowd to shame. All the elements of expense, incident to storing and preparing food is just as present in the west as in the east—perhaps more so, because of the greater distances in the west. Therefore the difference must be charged to the competitive situations. Perhaps the same parallel exists in the retail distribution of the many lines hardware dealers must today sell in competition with chains and mail order houses. There is a noted and marked improvement in hardware store appearances and selling attitude and perhaps between ourselves we can admit that competitive conditions have forced these measures on us.

Complex—

These previous comments remind me of certain correspondence I have received during recent months. From some readers I receive letters saying that we do not pay sufficient attention to chain store methods. The writers of such letters suggest that we do not seem to realize that there is chain store competition. Then, as a bolt from the blue, come letters saying that this publication, or that I, personally, have a chain store complex, because of frequent or casual reference to chain store practices which independent merchants must meet. We must meet their competitive practices and I suggest that it is the writers of these letters who suffer from some complex and not us—for, certainly the chain store system has shown us a better way to display goods, light up our stores, bring in more store traffic and generally dramatize our goods and our services. Let's be honest about it and use the best they have and add to that our own undeniable advantages and give them a real beating. It can be done. It must be done.

Productive Hours—

Every traveling salesman knows that an important part of his business day is necessarily consumed in traveling from point to point and in waiting to see those he wishes to sell. To the man traveling the northwest, far west and southwest this problem is greater, due to the distances between stops. In the northern country, in the winter season, the problem is even more serious. I have just traveled a net 121½ hours from New York City to San Francisco, a trip which can normally be made in 80 railroad hours and this does not include waiting for connections at junctions. Therefore, the salesman, working on commission, taking the same route I took, would find that in two weeks he had lost, completely, six full days and two Sundays before he got to the mourners' benches in the places where he sells or tries to sell his goods. And at those points he may also expect some delay as hardly ever can the salesman expect to find the buyer just "hanging on the ropes" awaiting his arrival. Distances and weather are factors often forgotten by the eastern manufacturer when making his arrangements with a far-away sales agent or company salesman whose only income is commission from sales. Both are cost factors to the salesman and deserve consideration by the house.

Apology—

In a recent issue we published a "surprise convention talk" given by B. Christianson to the Minnesota association. In this particular page I connected the former Wisconsin association secretary with Sears, Roebuck & Co. whereas he is actually with Montgomery Ward & Co. The managing editor suggests that I use the "smiling gong" on myself because of this error. An apology is certainly due Mr. Christianson and this is it.—Beg your pardon Chris.

How's Business?—

Americans ask "How's Business?" just as ancient Romans asked "What news on the Rialto?" Both sought the same information. Since the first of the current year I have been on the road almost constantly and have met many manufacturing executives and sales managers. Without exception all predict a minimum of fifteen per cent advance in sales for 1936 as compared to sales for 1935. Wholesalers in 20 states are even more optimistic as their minimum prediction starts with 21 per cent sales increase. Retailers are equally as cheerful but are not given to expressing their views in terms of percentage. But taken as a whole the hardware industry is definitely geared for bigger and better business this year. As Dennis Waterman, of American Steel & Wire Co., told the Montana convention "We are going to sell ourselves out of the memory of the recent depression."

Retail Sales Tax—

Taxes paid by business houses are a matter of public record, available to other taxpaying business men. From several sources I have heard of ridiculously small taxes paid by large department stores, chain store organizations and mail order local stores when compared to taxes paid by average independent retail hardware stores if relative annual sales volume is considered. With this in mind, I am wondering if, instead of seeking anti-chain store tax measures it would not be more productive to seek taxes based on retail sales? It is impractical to try to give tables, charts, etc., on this subject but as an example let me cite a convention talk from which I take the following: "In one town in our state a department store doing over a million dollars in business a year paid a little less than twice as much taxes as was paid by either of two small retail stores doing less than $50,000 a year apiece." Here is a field for study for both state and local association secretaries, for in taxation there is common ground which all citizens will appreciate and understand. In contrast to their interest in anti-chain store measures a more equitable tax basis is of prime interest to all business men and property holders.

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A Message to Hardware Employees

on Social Security Costs to Them

A California wholesale hardware firm included this timely and explanatory message with current pay checks so that its employees would understand their own share of the cost of compulsory Federal and State insurance measures and have a basis of comparing this cost with their present low cost contribution to an existing group insurance plan.

MANY employees do not understand that they too must share in the relatively high costs of Federal and State social security insurance programs. Nor do they realize how much less is the cost of group insurance, in practice with many hardware firms for many years. To clear up misunderstandings relative to the employee's and employer's shares in paying compulsory, government-operated insuring programs, a California wholesale hardware firm prepared an explanatory statement which was included with all pay checks issued March 1, 1936. The same message could be used very largely in many other parts of the country, making any changes necessary on that part of the statement which refers solely to the State's program. The statement follows:

"You will notice from the enclosed pay check that instead of receiving your regular rate of pay as stated above we have deducted 45/100 of 1%. This deduction has been made in accordance with the United States and California State Social Security Acts covering Unemployment Insurance which was enacted by Congress and California State Legislature last year. The law specified that after January 1 of this year we, as an employer, must deduct this amount from your total compensation, which we, in turn, must turn over to the State of California. In addition we must pay 1/10 of 1% to the Federal Government and 9/10 of 1% to State of California throughout the entire year.

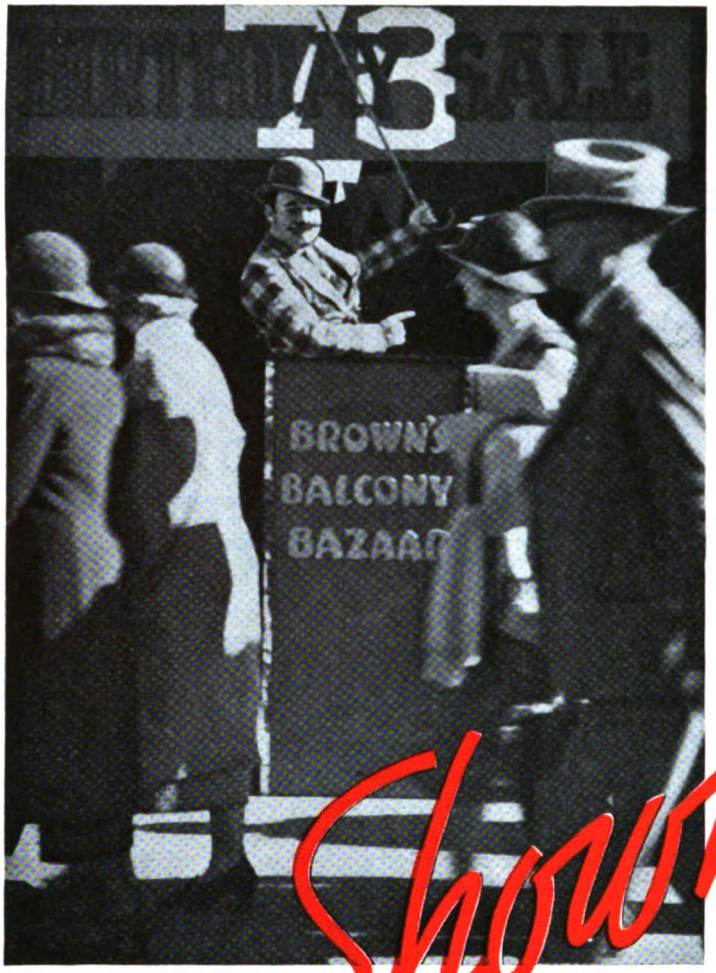
"The amount we must deduct from your check increases each year as do the payments we must make for both Unemployment and Old Age Insurance until in 1949 you will be penalized to the extent of 4% and we to the extent of 6%, bringing the total penalty up to 10%.

"Needless to say we are not in sympathy with this form of taxation as it does not give our company any credit for the policy we have had for 83 years of never failing to take reasonable and proper care of our employees in case of sickness and also in cases of old age where it has been necessary to pension an employee. Furthermore, for the past 10 years we have made it possible for every employee to take out Life Insurance under our Group Policy at the low cost of 60c a thousand without increasing an employee's cost from year to year, though our cost increases each year until we pay on an employee's policy, reaching 60 years of age, a little more than $3.00 for every $1.00 the employee pays. With the exception of our Group Insurance our employees have had these benefits which are considerably more generous than those offered under the Social Security Act at *no cost*.

"Under the Social Security Act there are no benefits for unemployment until after January 1, 1938, though you start contributing *NOW*. After January 1, 1938, should you leave our employ you will be entitled to unemployment benefits on a basis of 50% of your salary but the sum you receive cannot exceed $15.00 per week or be less than $7.00 per week. Payments will be made on a basis of one week for each four weeks of unemployment. If you were employed 52 weeks but not more than 103 weeks you will receive 13 weeks of benefits for 12 consecutive months. If you were employed more than 103 weeks you will receive 20 weeks of benefits for 12 consecutive months. For example, if you were earning $100.00 per month or $23.00 per week and had been in our employ 60 weeks and then left or were discharged you would receive 50% of $23.00 or $11.50 for 13 weeks in 12 consecutive months.

"We are not against Social Security, as what we have done and are doing for our employees proves, but we believe you will agree that there is a limit to responsibilities and what we can afford to undertake and, in my opinion, if the Social Security Act is continued in its present form, all conscientious, loyal employees will be penalized a great deal more than they will be benefited."

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Showmanship

Helps Chas. Brown & Sons, San Francisco dealer, put over a thirty-day annual event.

ESTABLISHED in October, 78 years ago, Charles Brown & Sons, hardware dealers, 813 Market Street, San Francisco, have for many years past turned that month into a 30-day anniversary sale event. All of which is an old merchandising principle, but Brown's applies this principle in an unusual way. Ever since the sales were started the October volume has rivaled that of December.

S. W. Newman, president of the firm, lists four problems or steps upon which he believes depends the consistent success of the month-long sale. These are:

1. Long-time planning.
2. Creating "sustained" public interest.
3. Building enthusiasm and cooperation within the sales force.
4. Offering real merchandise values, not just holding a clear-out of odd items in stock.

Although it merges with the second point somewhat, Mr. Newman declared long-time planning is the most important step to be considered when a retailer wishes to stage a month-long sale. Planning for Brown's anniversary begins in March, eight months before the event. At this time a buyers' meeting is given over to discussion of preliminary plans. Buyers are instructed to have special stocks on hand for the anniversary sale, just as it is necessary to have special stock on hand for the Christmas business.

In this manner the fourth point in Mr. Newman's program is taken care of. That is, that during the entire month, each department in the store should have on hand enough stock so that many desirable items can be offered at real sale prices. With enough of such merchandise on hand the customer becomes "bargain conscious" and odd items can be easily cleared without danger of making the sale appear "junky" and also by offering these real values a definite sales stimulus is felt in all items without the necessity of much markdown.

With eight months to be on the lookout for items for the Oc-

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tober sale, the buyers in every department have ample opportunity to procure stock at a price which will offer the public exceptional value as well as a worthwhile profit to the store. This is particularly true in the case of the many items in the $1 to $3 range, which might be classed as pre-season Christmas gift merchandise.

With the buyers' planning taken care of six months before the sale, the main promotional events are planned.

"In this respect," declared Mr. Newman, "it is impossible to overemphasize the importance of creating and keeping sustained public interest in a merchandising event of a month's duration.

"The difference between a special day sale and a month-long event might be compared to the difference between a short story and a novel," Mr. Newman continued. "The story writer must get his reader's interest quickly, and maintain it at a high pitch for about a half-hour of the reader's time. On the other hand, the novelist must hold his reader's attention for a much longer time and to do so he has to present some interesting new situation or new development in each chapter of the book.

"So it is with the store holding a 30-day sale. Although public interest may be obtained by advertising good values, just placing a card in the window to the effect that the anniversary sale will last a month is not sufficient to sustain the proper public interest to make the sale a success."

"Brown's Balcony Bazaar," the midmonth promotion which packed the store, is a good example of what can be accomplished by planning promotional events six months in advance, and also of the type of promotion which is necessary to maintain interest in a month-long event.

In May it was decided that to have a number of manufacturers' demonstrators in the store would be what was needed to give the October sale a new interest in the middle of the month. With six months' time in which to attend to all details, Newman was able to line up 15 demonstrators, all of whom would be able to be on hand for the third week in October. Some of the demonstrators were supplied by the manufacturers, for others the store paid half the expense and in several cases the entire cost was borne by the store. Knowing well in advance that this number would be on hand Mr. Newman decided to turn over the entire balcony to the demonstrators and hold a "Bazaar."

Make Use of Balcony

Ordinarily, Brown's makes little use of their balcony as sales space, chiefly because it can be reached only by a small stairway at the rear of the store. Gaily decorated and with each demonstrator under a bright canvas canopy, the balcony, for other reasons than the mere alliteration of "Brown's Balcony Bazaar," proved the ideal place to hold the event. Besides holding the store's floor space free, the stairway at the rear, instead of proving a disadvantage, was a real asset as persons attracted to the bazaar were obliged to walk through the entire store.

The demonstrations included paints, several types of electric appliances, a girl making plaques, a blind man making brooms and a glass blower, who added a real carnival touch. Besides the merchandise which the demonstrators were themselves selling, other articles to be found elsewhere in the store were cleverly linked to related articles being demonstrated. This was done by means of huge checkerboard cards on the wall in back of each of the demonstrator's displays. Fastened in each of the variously colored squares was an article featured in the anniversary sales.

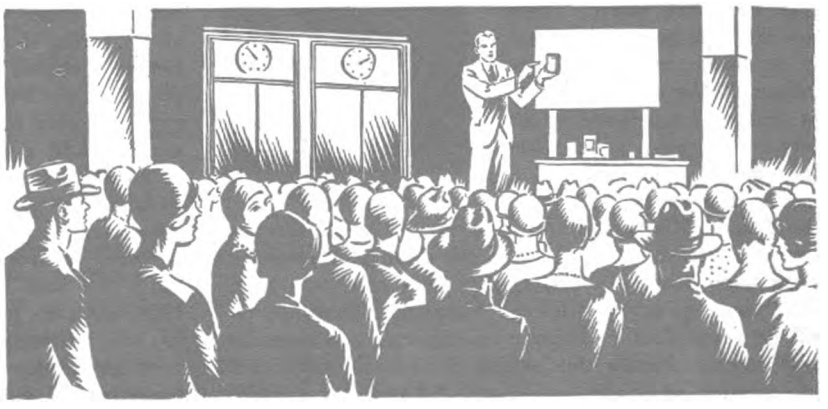
No bazaar is complete without ballyhoo, and Brown's was ballyhooed in the goold old-fashioned style. His loud-checked suit screaming for attention, his handle - bar mustache flopping wildly as he hollered, "Right this way folks," a real circus barker let the crowds streaming past Brown's Market Street entrance know that something unusual was going on inside. And though he may have startled some of the more conservative shoppers, he ballyhooed the bazaar so successfully that the store was crowded all week.

"The success of any sale depends in a large part upon the cooperation and enthusiasm shown by the sales force," Mr. Newman declared, discussing the third point in the program. "Fully a month before the event we make an effort to build up this spirit, and also to be sure that the salespersons in each department are fully acquainted with the talking points of all merchandise which will be featured in the sale."

The evening before the opening of the event is always the occasion for an employees' banquet. One of the features of this banquet is a number of sales talks given by individual salespersons representing every department in the store. The persuasive powers of these talks are determined by the applause of the whole group, and the salesperson presenting the most convincing talk is awarded a handsome prize.

The opening of the anniversary sale is heavily advertised. This advertising of real values, coupled

(Continued on page 152)



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HARDWARE AGE FIFTY-YEAR CLUB

MEN who have given a half a century or more of service to the hardware business merit some special recognition, as well as the acclaim of the entire industry. The Hardware Age FIFTY-YEAR CLUB is dedicated to that purpose. There are no dues, obligations, rituals, conventions, or assessments, and men who entered the hardware business prior to 1885 are eligible. HARDWARE AGE salutes these half-century veterans and will welcome additional members:

LANDON P. SMITH, president and founder of Landon P. Smith, Inc., manufacturers of Red Devil glass cutters and other glaziers' and painters' tools, Irvington, N. J., at 68 can look back on a career covering every branch of the hardware industry. He entered the business in 1882 as a clerk in a Texas hardware store. Three years later he accepted a position at inside work with Des Jardines, Miller & Root, who at that time were hardware wholesalers at Memphis, Tenn. After three months he became a traveling representative for the same firm in Mississippi and Arkansas, in which territory he traveled by buckboard, until the firm he represented retired from business. Mr. Smith's next move was to St. Louis, where he traveled for the Shapleigh Hardware Co., until he came East to become an importer and manufacturers' agent. During this period he was sole sales agent for a number of hardware factories. Later, he organized and became first president of Smith & Hemenway Co., manufacturers, for many years, of pliers and hardware specialties at Irvington, N. J. In 1926 he sold the Smith & Hemenway Co., and started his present business, of which he is the active head. Mr. Smith is credited with being personally responsible for changing the old method of cutting glass with expensive diamond cutters to the modern method, in which inexpensive precision steel wheel cutters are used to cut miles of glass. He enjoys playing golf with his own salesmen but his main hobbies continue to be his many friends in the hardware trade, and his interest in improving Red Devil products.


LANDON P. SMITH

GEORGE J. HOOSE, at 78, and after 54 years in the retail hardware business at Atlanta, Ill., says, "I like the hardware business, also the work. I love to sell hardware, stoves, paints." He began his business career in 1870 as a clerk in a grocery store where he worked on an average of 15 hours a day for $12.00 a week. But his father, who was a blacksmith and also made buggies, wagons and carts, insisted that his sons learn a trade and in 1872 Mr. Hoose began as a "wood butcher" under paternal supervision. Not showing any particular fondness for this work, he was, after two years, placed in the blacksmith's department where he served an apprenticeship of three years. During these five years he earned $4.00 a week and had taken on the responsibility of a wife. In 1879 he was rewarded with a partnership in his father's firm, then J. H. Hoose and Son. A short time later a separate business was established which also included hardware under the name of Geo. J. Hoose and Co. The firm went under various name changes until 1926, when the present name, Hoose and Son, was adopted. His son, Milton, is associated with him in the business. The store has always operated in the same block, and is now located on U. S. Route No. 66.


GEO. J. HOOSE

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Merchandise Lines and Profits

Leslie M. Stratton, successful wholesale hardware executive and president of the National Wholesale Hardware Association, suggests guide for average wholesale hardware firm breaking main lines into fifteen classifications.



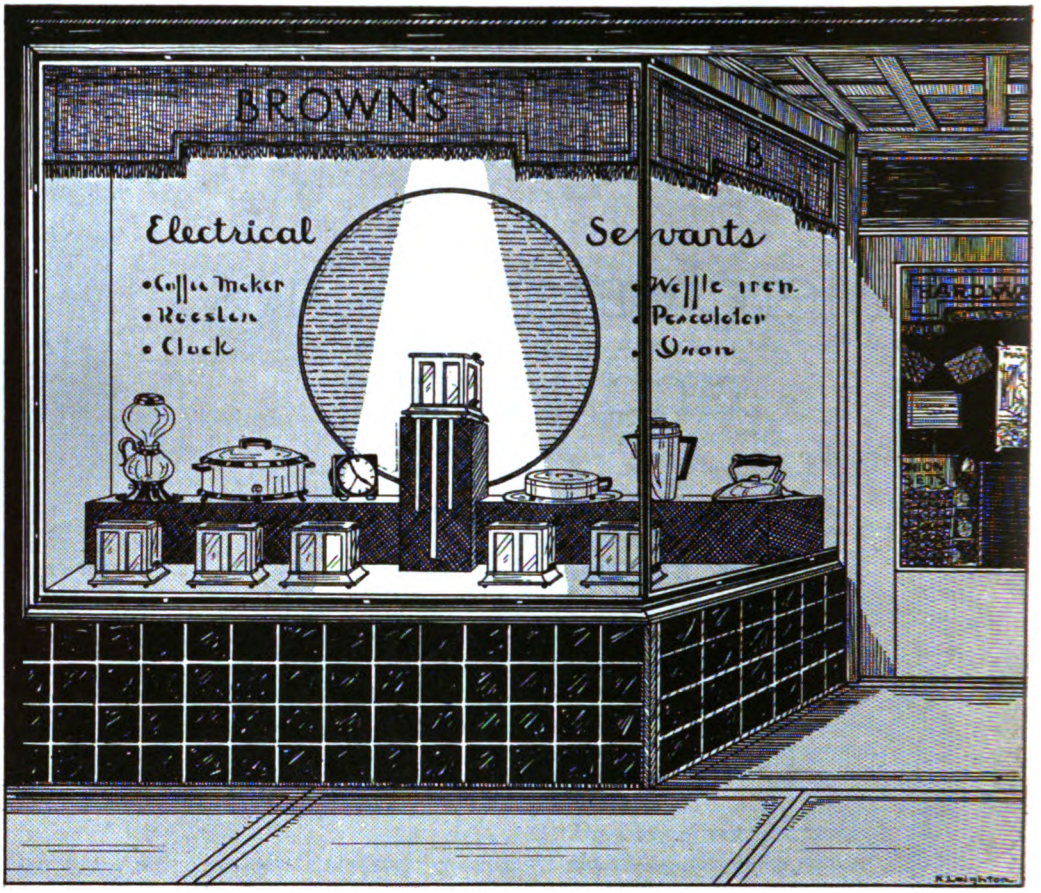
LESLIE M. STRATTON

At a recent gathering of hardware wholesalers, Leslie M. Stratton, president, Stratton - Warren Hardware Co., Memphis, Tenn., and president of the National Wholesale Hardware Association, offered a chart for the average hardware wholesaler to follow in planning sales, percentage of profit and relative per cent against total sales of fifteen main groups of merchandise lines. He recognizes that geographical and climatic differences may alter his basic figures but says that a careful investigation shows these figures to approximate the true picture for ultimate profit. His data follows:

How the Sales of the Average Wholesale Hardware Firm Should Run in Percentages According to Classification and Percentage of Profit To Be Made on Each Classification

	Per Cent of Total Sales	Items Included in Classification	Percentage of Profit on Sales
No. 1	10	Heavy Hardware—Such as Metal Roofing, Screen Wire, Nails, Barb Wire, Fencing, Prepared Roofing, Etc.	16 2/3
No. 2	3	Ammunition	20
No. 3	6	Mechanics and Edge Tools, Builders' Hardware, Etc.	23
No. 4	2	Paint, Varnish, Paint Brushes	22
No. 5	2	Cordage, Including Cotton Rope	18
No. 6	5	Guns, Cutlery, Fishing Tackle, Sporting Goods, Etc.	25
No. 7	8	Stoves, Ranges, Stove Pipe	22
No. 8	8	Household Items—Such as Enamelware, Galvanized Ware, Queensware, Common Refrigerators, Floor Covering	25
No. 9	8	Miscellaneous Hardware	25
No. 10	10	Plows, Implements, Farm Wagons, Misc. Farm Tools	20
No. 11	10	Saddlery, Saddlery Hdwe., Harness, Collar Pads, Hames, Traces, Etc.	20
No. 12	10	Furniture, Mattresses, Etc.	22
No. 13	4	Radios and Radio Tubes	22
No. 14	7	Tires, Automobile Batteries, Auto Accessories	18
No. 15	7	Mechanical Refrigerators, Washing Machines	18

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The three-second selling window. Passersby who do not stop have only to glance at this display to take away with them one definite idea. The regular window lights might be covered with red or blue color caps to fill the window with colored light. The toaster on the pedestal is spotlighted with white light. The circular area on the background behind the toaster would be of a contrasting color, in this case perhaps a dark blue. Notice that all the merchandise in the window is related in application to the featured article.

Light for the Show Window of the Modern Hardware Store

By ROBERT W. MORRIS*

TO take full advantage of the drawing power of light, a dealer should aim to illuminate his window to a higher level than the levels prevailing in nearby windows. Thus, the store in a business district where there are many other stores would require more illumination than the store in an outlying section where there are no other stores. Besides the advantage afforded by more light from the point of view of competition, there is the added advantage that merchandise will appear much more attractive if it is well lighted. Precious stones are not unique in requiring plenty of light to make them look their best.

Most retailers are in the habit of apportioning the rent they pay for their stores among the various sections of the store. In other words, each section is evaluated as being worth a certain percentage of the total value of the available space. Show window space is

*General Electric Company, Nela Park Engineering Dept., Cleveland, Ohio.

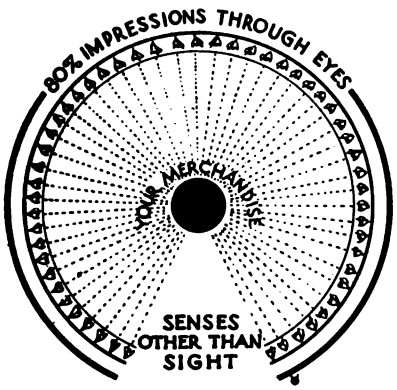
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variously rated as being worth from about 20 to 50 per cent of the total value. Few dealers will question that it is by far the most valuable space in the store. For this reason it is important to make the most of it and to do everything possible to insure its maximum effectiveness as a sales producer.

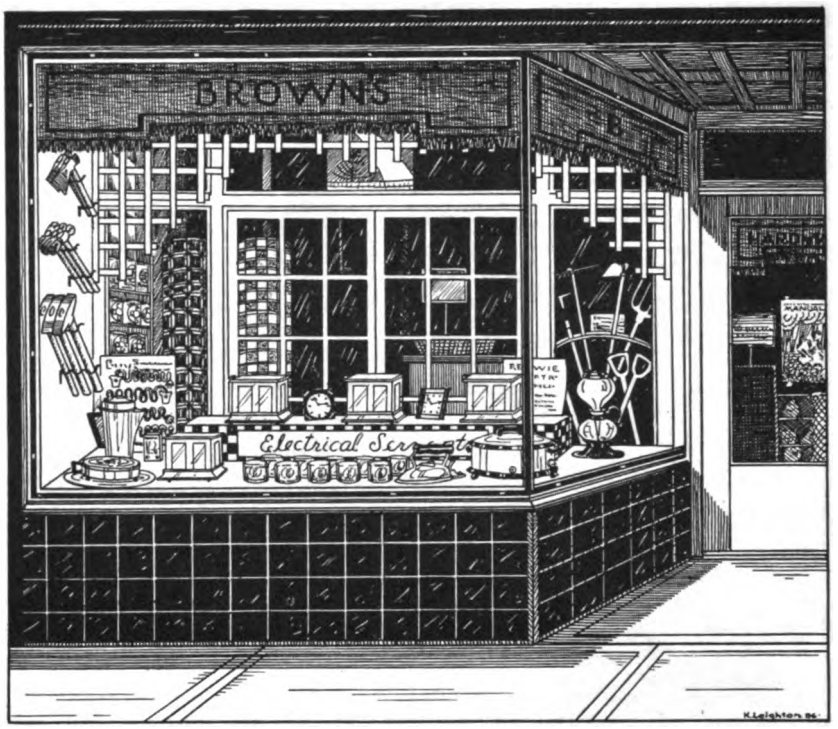
It is not the purpose of this article to discuss at length the various technical problems involved in making an installation of window lighting. It may be well, nevertheless, to mention the characteristics of a good installation. The lighting equipment should distribute the light evenly upon the display area without undue loss through the window and without glare from exposed lamps. Most show windows are lighted from above by a row of prismatic glass, mirrored glass, or metal reflectors located at regular intervals along the window front and along the sides when the window is deep. The accompanying sketches illustrate the usual layout arrangement.

During daylight hours perhaps nothing reduces the visibility and consequently the effectiveness of window displays more than reflections in the window glass of buildings across the street, passing street cars, automobiles, pedestrians, etc. Since these reflections are produced by a combination of several factors, they are more pronounced in some windows than in

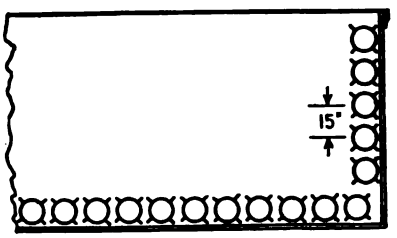
(*Continued on page* 148)



If 80 per cent or more of people's impressions are received through the eyes, it would seem logical to assume that merchandise should be displayed under the very best conditions of visibility.

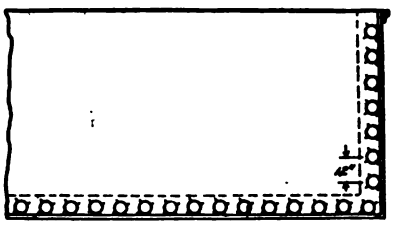


This window contains the same merchandise that is displayed in the three-second selling window, but a number of unrelated articles have been added. The lines of the background do not help to direct the eye to the merchandise, and articles visible inside the store add to the impression of confusion. Pedestrians hurrying by the store would not be likely to carry away with them any definite idea of what is displayed.



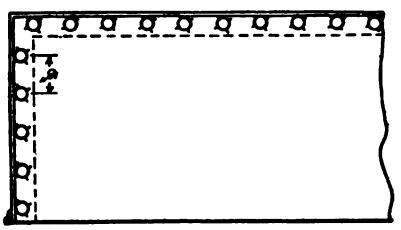
Super Lighting for Windows

For dominant illumination in brightly lighted business districts or for overcoming daylight reflections, 500-watt Mazda lamps spaced 15 inches apart along the front and sides of the window are recommended. An alternative method oftentimes used is to provide a double row of 200-watt units spaced 12 inches apart.



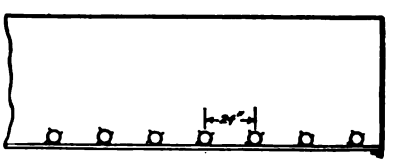
Good Window Illumination

Window reflectors spaced 18 inches apart along front and side of the window. Again, the use of lamps of different sizes allows a variation in the resulting illumination. However, with this spacing and usual equipment, the maximum illumination will be only about two-thirds the maximum obtainable with the 12-inch spacing.



Excellent Window Illumination

Window reflectors spaced 12 inches apart along front and side of the window.



Fair Window Illumination

Window reflectors spaced 24 inches apart using 150-watt or 200-watt Mazda C or Mazda Daylight lamps will furnish fairly good illumination suitable for the usual classes of small stores.

The cost of installing the above window lighting systems ranges from about $3.00 to as much as $15.00 per outlet.

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Generous ad space given to bicycles by Rayl's

Rayl's Open the Bicycle Season

Detroit Hardware Dealer Draws on Tradition of Firm, "First in the Field on Bicycle Business," and Stages a Bicycle Fair

THE 1935 business in bicycles in Detroit opened to hugely increased volume, due in the first place to the sudden popularity of bicycle riding at parks and special concession locations. The season was opened "officially" with a Bicycle Fair by the T. B. Rayl Company, which was a highlight of bicycle merchandising.

Rayl's was able to draw upon the tradition of the firm, one of the oldest in the city, in designing its special fair. A series of bicycles was displayed ranging back to the earliest days of the vehicle, and even to the preceding tricycles.

Vehicles were secured from the Edison Institute, Henry Ford's unrivaled collection of Americana, which gives local stores the most outstanding opportunity to borrow equipment for special historical displays. These included all varieties of bone shakers and every important step in the development of the bicycle.

Closely tied in with this display of historical development was a series of advertisements from the files of the store. These were taken from the old scrap books, and "blown up" to poster size,

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and used as partially descriptive of the corresponding bicycles, or similar models. They also typified the changes in methods of advertising during the past half century.

Rayl's first advertisement for a similar vehicle was for a parallel-wheeled high wheeled bicycle, or tricycle, with a small wheel for steering in front. A model that drew much attention was a miniature cycle built for General Tom Thumb, the famous midget of the original Barnum and Bailey Circus. One of the oddest examples shown was a model with a basket back of the handle bars to hold the baby, and a seat on the top of the enlarged front wheel to carry the "better half" of the family, in proper bicycling costume.

The Bicycle Fair was more than a mere event of interest to the historically minded. It has actually produced results, officials of Rayl's testify. The bicycle volume this season has been approximately six times that of last season, and much of this is traced directly to the Fair. Customer comments indicate that they have remembered this event, and that this has induced them to buy at the store.

"First in the Field"

The appeal has been largely woven around the legend, "First in the Field on Bicycle Business." Rayl's was probably the first store in Detroit to sell bicycles, as testified by these old advertisements, and the impression is fairly given that it has remained bicycle headquarters ever since. In a city of constantly changing store ownerships, a store which has remained under one control so long is excellently situated to capitalize on its tradition. The motto is repeated in signs over the doorway of the store, and in interior displays. It was used with a forty-foot streamer banner during the Fair, which lasted two weeks.

Bicycles are being stocked on three different floors this season at Rayl's. The regular sports department on the second floor is the principal location, but the demand has been so big that reserve models have been stocked right in the store on open floor space. A number are carried on the fifth or office floor, while another section has been installed on the fourth or toy floor, where there is a definite tie-up with the major interest of the floor. As the principal stock on the second floor is depleted, bicycles are wheeled down from the upper floors. Meanwhile, they serve the useful purpose of suggesting the idea of the wheels to customers who do not visit the second floor.

Special Fixture Keeps Hinges and Screws Conveniently Together

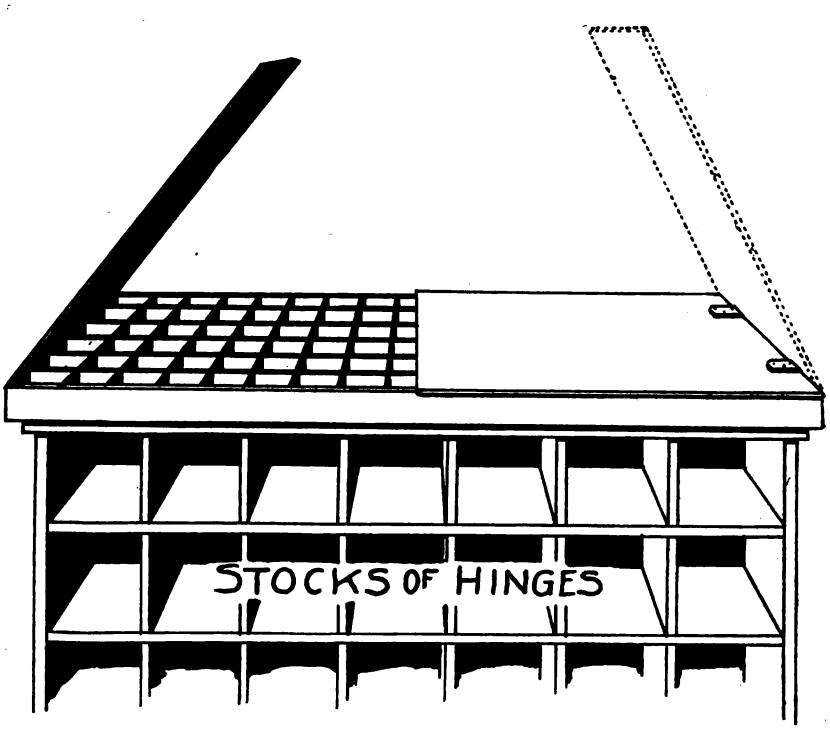
Montebello Hardware Store, Montebello, Calif., Has Unique Fixture to House Stock Strap and T-Hinges, Screw-Eyes, Hooks, etc.

MUCH time is saved by the salespeople of the Montebello Hardware store, V. E. Coffman, proprietor, Montebello, Calif., in the matter of fitting screws to hinges which are sold. Time saving is accomplished by providing a counter-high fixture which houses the stock of strap and T-hinges and the numerous sizes of screws, screw-eyes and hooks. The fixture is illustrated by the accompanying sketch which is representative of a rear view.

The stocks of hinges are carried in compartments under the counter. There is space for 25 types and sizes. Then, fitted on top of the counter is a shallow tray-like fixture which is nine feet long and 30 inches wide. It is cut up into small compartments each large enough to care for a box of screws. The tray is covered by two lids which meet in the center and are hinged at the ends.

When a customer selects the kind and size of hinge he wants, one of the lids of the tray is raised and the screws needed for it are selected and counted out.

If a customer wants screws only, it is a simple matter to raise one or both lids and permit him to survey the entire stock and make his choice. When the lids are down, the fixture serves as a wrapping counter.



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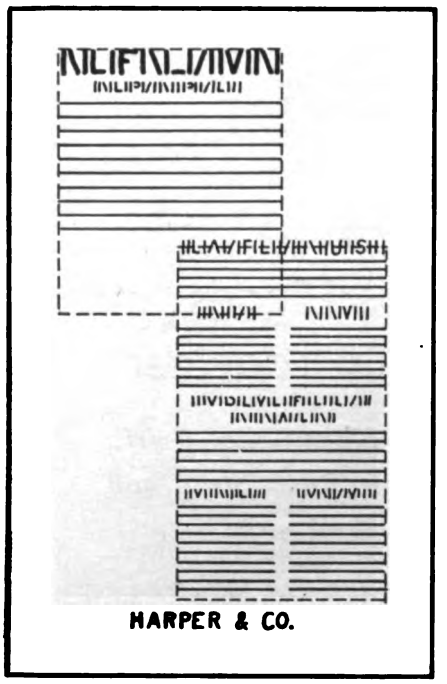


FIG. 4

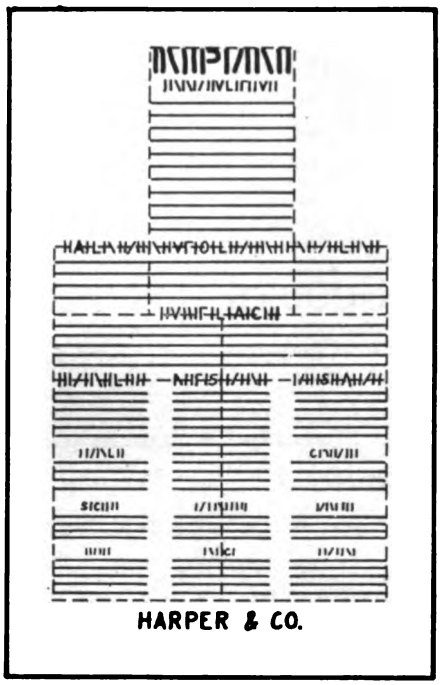


FIG. 5

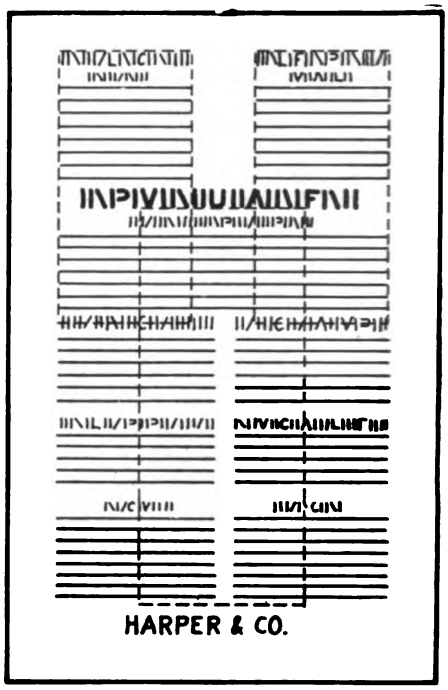


FIG. 6

Better Advertising Layouts for Better Business

By E. H. BROWN

Building the Design with Rectangles

PROBABLY 75 per cent of all retail advertising and about 50 per cent of all other advertising appearing today is based upon the rectangle. Many of these advertisements are superlatively good, but the vast majority, it must be admitted, are either ordinary or downright poor so far as layout is concerned. Yet there is no reason why the rectangle may not be used to produce well balanced and attractive advertisements, even if the advertiser limits himself exclusively to the rectangle as his basis geometric pattern and avoids triangles and circles entirely.

The rectangle itself forms a block, and in this form there are no points to indicate the position of headings as was shown in the preceding article discussing triangles. With nothing to indicate the proper place for headings except the top horizontal border of the rectangle, it is perhaps not surprising that so many advertisers do just that—write a heading for the top of the advertisement and fill the rest of the space with copy, and let it go at that.

But the rectangle or rectangles used as the basic geometrical pattern should not be confused with the rectangle forming the borders of the copy space. The use of small rectangles of varying shapes and sizes as well as position will be found to be no less effective than are triangles when laying out the advertisement.

In Figure 4 will be seen an advertisement prepared by our mythical Mr. Harper which is based upon two simple rectangles, the upper one almost a square. This advertisement is distinctive in ap-

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pearance, and assuming that the merchandise offered is a wanted commodity, that the price is right, and that the copy is reasonably well written, the advertisement should produce good results. At least, the layout will accomplish its particular mission—it will catch the reader's wandering eye and properly display the various portions of the advertisement.

The Use of Illustrations

The reader will have noticed that there is an unusually large amount of white space in Figure 4. The advertisement may be published just as indicated by the layout, for the copy so arranged is much more eye-compelling than would be the same copy arranged in an ordinary manner. The white space is by no means wasted—it is employed for its attention value. However, at the option of the advertiser, the white space may be used for illustrations just as the white space appearing in Figure 5 should be so used.

But they should be genuine illustrations rather than mere pictures. They should show the product advertised, or the commodity in use, or the result of purchasing the product. In the case of a service, which, of course, is not amenable to self-illustration, one of the latter methods must necessarily be used if illustrations are employed at all. In no case should an advertiser permit white space to be cluttered up with the little meaningless designs so beloved by printers—the flags asterisks, ornamental flowers, and similar gadgets. There is a legitimate use in advertising for these symbols, but that purpose is not the destruction of valuable white space.

The method of geometrical design employed with rectangles is identical with that used for triangles, except that there are no points. (Rule 5) *Main headings should always be placed as indicated by the top of the rectangle or by cross lines.* Headings may be placed at the bottom of the rectangle or may be omitted, at the option of the advertiser.

According to this rule, the upper copy in Figure 4 might have extended to fill the entire block thus dropping the second set of headings parallel with the bottom of the upper block. However, a cross line takes precedence over an optional location for a heading, and in addition, had the cross line been ignored the result would have been an unpleasant division of the advertisement into two nearly equal parts. Advertisements should always be balanced above the center, as previously explained.

Number Two in a series of articles on a simplified method of layout design.

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The Place for Sub-headings

In the preceding article, which discussed triangles, attention was called to an apparent exception to the rule employed in placing headings. Figure 2 carried headings where there were neither points, bases, nor cross lines. This anomaly again appears in Figures 4, 5, and 6. In fact, in the large majority of advertisements based solely upon the rectangle, display lines will be used where, according to the rule, there would seem to be no excuse for them.

Let us examine Figure 4 closely and learn why this is done. After the first and second series of headings have been placed, the first at the top of the advertisement, the second at the cross line, it will be noted that a box or block appends below each heading. This is more apparent in rectangular design than when other forms are used because the rectangle itself visibly forms the block. However, with the triangle or circle, the block is no less there merely because the edges are not indicated by visible lines. Every heading has an appended block which must be filled either with text or with illustrations. Whenever a heading appears in conformity to the rule given, everything beneath that heading (until a new heading, also in conformity to the rule, appears) is a part of the appended block.

But, because of its formidable effect upon the eye, it is seldom desirable to have a large block of text. Hence, the block is broken up by the introduction of sub-headings, set in smaller type than the main headings. But, although the original block may be broken up by sub-headings (Rule 6). *The subheadings should never be wider than the original heading,* else they will themselves become (improperly located) headings, and may destroy the balance of the advertisement.

In each of the three accompanying illustrations it will be noted that our mythical Mr. Harper has made generous use of the privilege of subdividing unusually large blocks of text. In Figure 4. this subdivision by means of sub-headings has been done only in the bottom block, and the subdivision has been both vertical and horizontal. In other words, one of the subdivisions fills the entire width of the block, the other splits the bottom of the block vertically although there is no change in the total width. The same thing has occurred in Figure 5, while in Figure 6 only the horizontal subdivision has been employed.

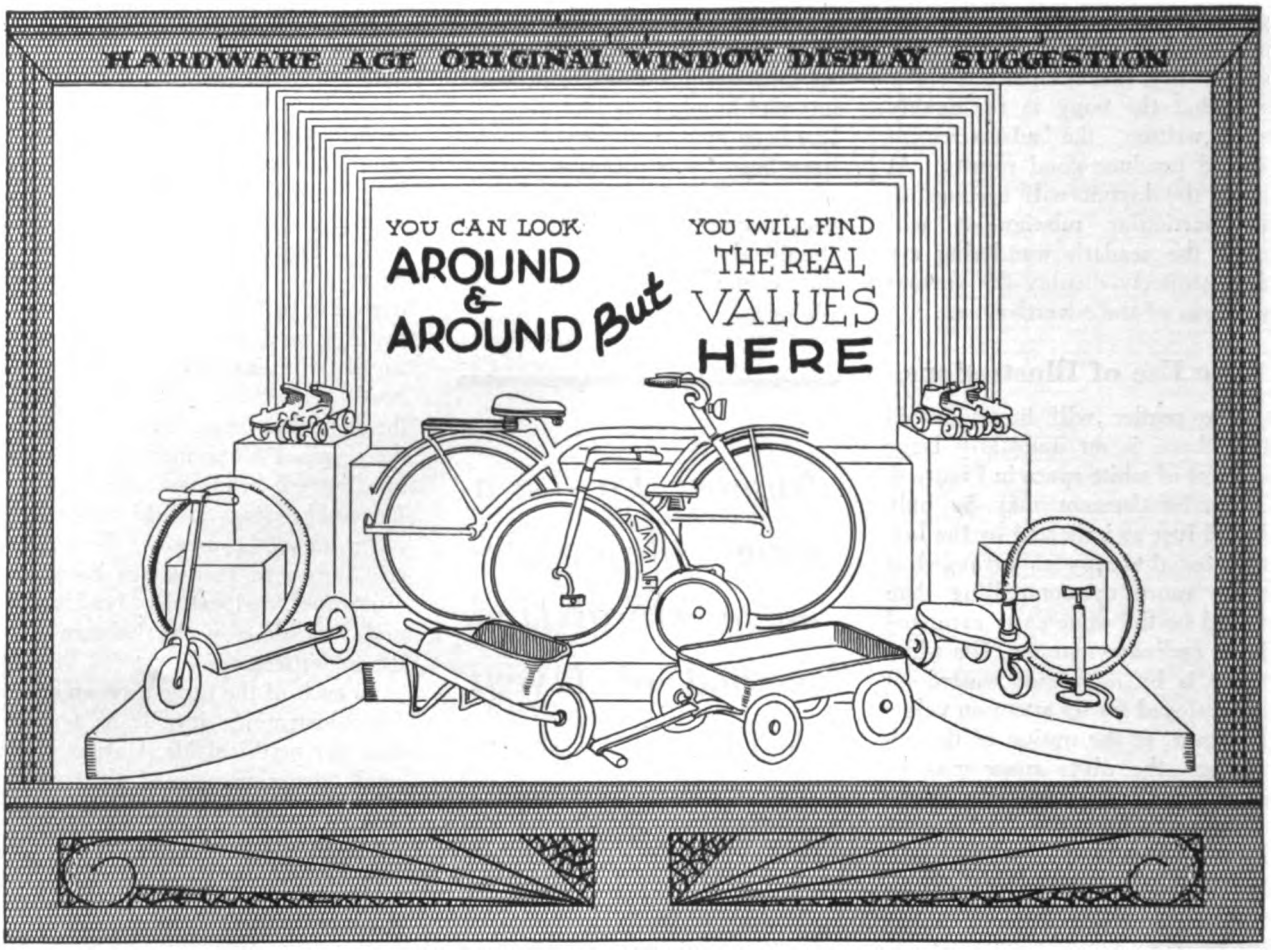
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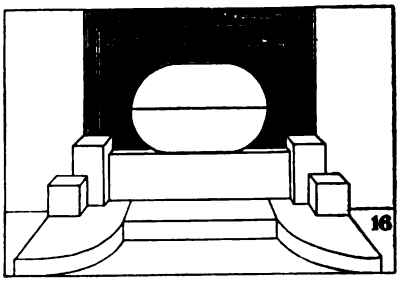
This method of using sub-headings is very useful when there are a number of individual items to be advertised, each one deserving of separate display yet none quite so important as the merchandise offered in the main display. Figure 5 illustrates this very nicely. and also demonstrates another point which should be considered. (Rule 7) *The size of the type used for the subheadings should be smaller than that employed for the main headings.*

The size of the type used for headings and subheadings is an important factor in proper advertisement display. The main or general heading is usually, although not always, placed at the

(*Continued on page* 144)

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Outdoor Interest

PEOPLE have their minds on the outdoors—or will have in a very few weeks now. Youngsters, particularly, will thrill to merchandise that talks in the language of the open. Bicycles, scooters, baseball, tennis, fishing—in fact, any sport that comes under the outdoor classification, is in a position to command attention with the minimum of attention.

By taking this seasonal factor as an ally you can reduce buying resistance to a minimum. HARDWWARE AGE's artist-display man has conceived suggested windows that fit in with the first budding of spring buying. Taking a theme, for his bicycle window, that is timely—"You can look around and around"—he has set up an attractive display that requires very little merchandise and yet is arresting. It, moreover, registers on the mind in a quick glance and is carried away in the form of a definite impression.

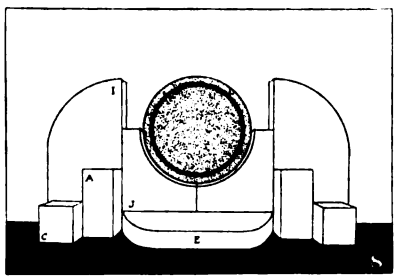
In keeping with the season, we recommend colors that suggest spring. Yellows and greens, just enough warmth in these colors to suggest the spring season with its sunshine and early growth. Believe it or not, people are affected by colors. Certain colors suggest to the subconscious mind conditions that prevail in connection with those colors. So we use yellows and greens at springtime because those colors also suggest outdoor life, fun, sports and general light-heartedness. Get your HARDWARE AGE interchangeable fixtures out and arrange according to the small illustrations and half your job is finished. A poster with the slogan on it will do the rest with the merchandise quickly arranged.

In the case of the baseball window, the same interchangeables will construct the major portion of your composition. The poster is an easy-as-pie job for the sign writer, and effective, too. Base-

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in Spring Trims



ball will soon be the consuming interest in 99 per cent of the younger element in your public, and you can get their interest with a good baseball window.

But we must not forget that section of the customer-public which looks at springtime from the standpoint of gardens and lawns and flowers. They are just as enthusiastic as your young crowd is over sports. They buy plenty of merchandise if you serve it up to them in snappy window trims. The photographic suggestion shows how to display garden tools and plant food, making use of manufacturers' dealer helps effectively. This is a simple, but neat and well-handled display. It is quickly installed, and takes a relatively small amount of merchandise to do a good job.

Let's go. Spring is here.



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Diverting Sucker Money

Police Cooperate With Merchants to End Racket Drain on Consumer Funds

By P. W. PAYNE
Chief of Police, Houston, Texas



I SUPPOSE it sounds odd to say that a police department can bring business to retailers, but that's what ours does. Indirectly, it's true, but still effectively. We do it by diverting sucker money into legitimate channels.

Sucker money falls for all kinds of petty rackets. There's the oriental rug racket and the fur racket, the "fine made-to-measure suit" racket and the prize contest racket. Houston isn't free from them, but it certainly has the reputation of being a tough place in which to put anything over.

Aside from the ordinary police work involved in catching up with racketeers after complaints have been entered, our big service is in making the individual consumer racket-conscious. We do it over the radio, advertisements which we sponsor in cooperation with local merchants, and by the news stories we give the newspapers. Merchants anywhere might be able to do the job alone.

I say "might" advisedly, for just the name "Police Department" carries an awful lot of weight. You can tell a sucker that he is making a bad deal and, if you're a merchant, he's likely as not to suspect that you're looking out for number one instead of for the sucker. But if the police say "Lay off, this is a racket," he's going to believe it. The police have nothing to sell.

Sometimes the job is a little ticklish. For instance, take the canvasser. There are many canvassers who represent first-class houses and who, personally, are strictly honest and reliable in every way. Then there are those who, though all right personally, are sticking customers with a poor product. Finally, there are the out-and-out crooks who use canvassing just as a way to get inside the house. The last class is in the minority, but it is large enough so that, for the safety of Houston homes, we of the police have to warn householders against the whole canvassing business—though we do try to differentiate between local individuals representing known firms, and others.

It's a phase of crime prevention, not an attack on legitimate business. If it were merely a question of trying to divert people's money from one form of enterprise—canvassing—to another form of enterprise—store keeping—we as police could easily be criticized for our anti-canvasser efforts. But because it's a matter of home protection we can feel that we are on the right side when we seem to make the innocent suffer with the guilty.

Sometimes we have to save merchants from themselves. We have no objection to a merchant or a group of merchants giving away prizes to draw more business, much as we may doubt its wisdom. But when some promoter sponsors a prize-giving event for which merchants distribute tickets with purchases, we throw an eagle eye on the proposition and insist on knowing what's behind it. A prize drawing that requires the winner to be present at the drawing—and that turns out to have an admission charge of fifty cents when all the facts are known—hurts everybody but the promoter. The folks who thought they had a chance to win are sore at the stores which distributed the tickets because. even if they pay their way in, only a few of them come out with prizes, and the rest feel gypped. Which they are, and the merchants

(*Continued on page* 114)

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My Day—

By SAUNDERS NORVELL

THE President's wife writes a short article every day in one of the New York papers, called "My Day." I have drifted into the habit of turning to her article. My judgment is that most of her days must be pretty tiresome. I mean by that she has to hustle around to a lot of women's meetings and make talks on every conceivable subject. Just meeting people in a mass this way, according to my ideas, must be tiresome. But she does occasionally have a good time. She evidently has a sense of humor. In one of her recent articles she tells of a conversation she had with her taxicab driver. The window between the driver and passenger was down. The driver turned to her and asked if she had ever met Mrs. Roosevelt. She said that she had. Then the driver said he had asked her the question because while he had never met Mrs. Roosevelt himself he had seen many pictures of her, and he thought she looked a lot like her. She does not continue the story, but I hope when she paid the driver off, she informed him that he had had the honor of driving the First Lady of the land. It would give him conversation for his own dinner table that night, and something to tell his children and grandchildren.

Well, we all have our days, as long as they last, and I am inclined to believe that our days are interesting or not according to our capacity to be interested and to derive pleasure from little things. Now for instance, with me, when Mr. Anthony Eden, who has had such a spectacular career in diplomacy, makes a long speech in the British Parliament about conditions in the world, I just don't read it. I think I know just what Anthony Eden would have to say and, unfortunately, it takes him a long time to say it. He used up several large newspaper pages in this morning's *Times*. What interests me more about Anthony Eden is the story a night club owner told me about him. This night club owner happened to be in Paris. Several years ago he was sitting alone dining in one of those little French restaurants where the food is always so good. A young fellow, rather seedy looking, sat near him. They drifted into conversation. The young fellow was very blue. He said that he had just taken his examinations for a diplomatic position in England and had flunked. He didn't know what to do next. So he suggested that they have a drink together. This young fellow was Anthony Eden, today English Secretary of Foreign Affairs, the man who holds probably one of the most responsible jobs in all the world. Therefore, my dear young reader, if you happen to flunk, don't give up.

* * *

A large part of my day, or rather my day and night, is given to reading. This year Texas is celebrating her Centennial. There will be great doings in Dallas and all over the state. Probably I have received a circular telling me the date of the celebration in Dallas, but I have mislaid it. However, I think it is some time in July or August. Nor do I know just what Texas is celebrating, as Texas has a good many things to celebrate. All this I have to find out, and probably later I will tell you all about it in these columns. In the meantime I am going back to the very beginning of Texas and I propose to read right straight through her history up to date, so that when I go to Dallas this summer as I hope to do, I will be posted fully on the history of Texas.

I have selected "The Raven" by Marquis James, to start my Texas education. "The Raven" is the life history of Sam Houston. Everybody in the state of Texas, at least, should read this book, and people who have a curiosity to know a little about everything that happens and has happened in this world, will not only find "The Raven" valuable as a historical work, but will derive a lot of pleasure just from the story of this most remarkable man. It is a big book, but the story is well written. I look forward to reading a few chapters every evening.

There are some funny things about life. Actual biography does not always exactly follow the Sunday school books about what happens to the good and bad little boys. Some of the good little boys never seem to get anywhere, while some of the bad little boys have turned out to be very great men indeed. Sam Houston was one of these bad little boys. When he was just a youth, his father died, and his mother moved from their home in Virginia to a place called Marysville, near Knoxville, Tennessee. She gained control of some 400 acres of good land, and the boys were supposed to do the clearing of the land and the farming, while the girls did the house work, made clothes, etc. It was a hard working family, and they prospered. There was only one member of the family who did not seem to care very much about farm work, and that was our

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friend Sam. He would rather sit around under a shady tree and read a book. He liked to go hunting and fishing. He loved the woods. This conduct on his part did not sit well with his hard-working brothers who were doing the plowing and taking care of the animals. They had many quarrels, so one fine day Sam packed up his personal belongings, which did not amount to much, went out into the wilderness and actually became a blood member of the Cherokee tribe of Indians. The chief of this tribe adopted him as his son. Of course he learned the language and he very much enjoyed the free life of the noble savage. He much preferred it to holding the handles of a plow. On his first trip away from home he remained one year. When he returned, as the Cherokees did not maintain barber shops, his mother and family were shocked and startled at his appearance. His hair and beard were long. He was dressed in deerskins, and carried a rifle, powder horn and shot pouch. While Sam was with the Cherokees, outside of the time he spent hunting, fishing and making love to the Indian maidens, he spent all his time reading. He preferred the classics, and was especially interested in the travels of Ulysses.

Well, the family trimmed up Sam's hair and beard, made him take a bath and fixed him up with a suit of his brother's clothes. He was a powerful young man, very handsome, six feet tall, with a charming voice and an unusual ability to make friends. Sam owed $100 in the village and his creditors became pressing. What do you suppose he did? This young fellow, just returned from the wilderness, opened a school. The whole town laughed. But strange to say, this school succeeded, and Sam made enough money in one winter to pay his debts and to lay by a surplus. Now here is where the queer part of this story develops. The brothers who stayed at home and just plowed, were like hundreds of other pioneers. They did not stand out from the mass. But the United States government at this time had some negotiations of a very delicate nature with the Cherokee Indians. They wished to move them from Tennessee over across the Mississippi River into the present site of the state of Arkansas. Who was better equipped than Sam Houston to carry on these negotiations? He was a member of the Cherokee tribe. He was an adopted son of their chief. He spoke their language, and at the same time for those days he was an unusually well educated man. He had educated himself.

So Sam took his part in these negotiations between Washington and the Cherokees, and was successful. The Cherokees sold their land in Tennessee and moved over the great river.

All the above is just an outline of the beginning of this story about Houston, who later did so much in the development of the state of Texas. This young fellow who would not work, first became a lieutenant in the army, then a major general of volunteers, then a full general, then governor of the state of Tennessee, later governor of the state of Texas, afterwards president of the Republic of Texas, and finally U. S. Senator. Probably no man before or since in the history of this country has ever filled all these offices.

As I said above "The Raven" is a very well written and interesting book, and I recommend it. There is a lot more to be said about Texas that I have already learned, but I will serve up the state of Texas to my readers on the instalment plan.

* * *

Some years ago I wrote an article in this magazine on the subject of having a tooth pulled. Now that article was really on the hardware business because I have found that dentists have a beautiful assortment of high-grade tools. Once again I find myself at the mercy of the dentist, and one afternoon recently after he had given me a practical demonstration of scientific dentistry he said: "Probably you would like to sit in the dark for a few hours. It is now 3.45 p. m. and you have just time to get over to the Rivoli and see Charlie Chaplin in a movie at 4.12." Now allow me to suggest to my friends who are going to the dentist, that they arrange to see a movie immediately afterwards. There is nothing better to take your mind off your teeth.

This new movie of Chaplin's which is now traveling over the country is a masterpiece. It is called "Modern Times," and is well named. It is said that Chaplin wrote the scenario himself. I don't think he had any idea of doing anything but amusing the public, but as I sat in the dark trying to forget my toothache, it appeared to me that beneath the surface there was a profound irony in this silent movie. I know some people who have known Chaplin very well, and they tell me that he has a first-class mind. In this picture it seemed to me that he used his genius as the world's greatest artist in pantomime, while at the same time behind the scenes he was poking ironic fun at this modern world. In the very first scene there is a picture of a running herd of sheep crowded in a narrow lane following a bell-wether. Think of the irony of this picture under the caption "Modern Times." The next picture is a factory scene. The streets are crowded with human beings rushing breathlessly to their machines. Then the fun starts with Chaplin's adventures in a machine-made world.

One of the scenes in the movie shows Charlie in prison. He has a beautiful cell, with college banners all over the walls, a radio, and a bird cage with a singing bird. The warden comes in and tells him he is free. Charlie weeps. He tells the warden that he has never been happier than he has been during his stay at that prison, and he would like to stay a little longer. Some of our parole societies and others who have read recent stories about conditions in certain penal institutions will appreciate the irony of the prison scenes in this picture. Just remember these scenes were photographed a year or so ago, before recent revelations of the luxuries enjoyed by well-to-do prisoners.

Then throughout the entire pic-

(*Continued on page* 104)

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Little Town? What Of It!

Hardware Store Owner in Town of 750 Remodels Store to Give Him Department Store Display Space and Finds That It Pays



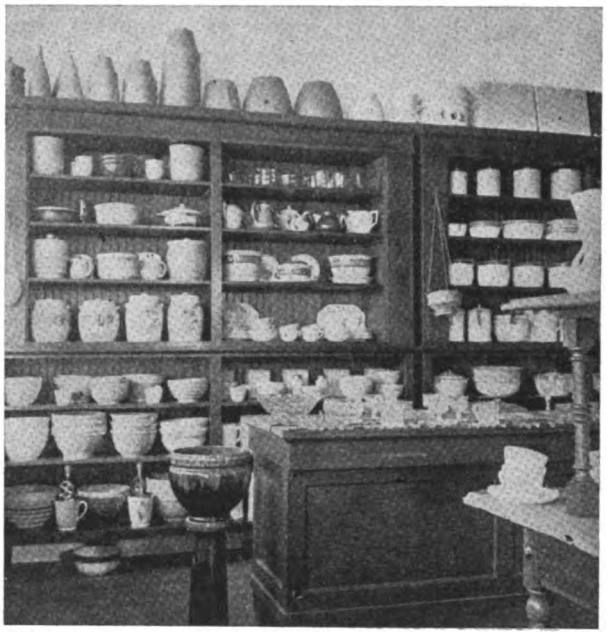
DOES it pay for the owner of a hardware store in a small town to remodel and to display his stock in the department store manner, to avoid overcrowding?

John Steinke, owner of the Steinke Hardware Co., Waterford, Wisconsin, did it a few years ago during the late depression, and he says it has paid him well. His new store is a model of well planned arrangement and he is effecting many sales through fine display backed up by the proper selling.

When business began to slip in 1929-1930, Mr. Steinke and his wife, who helps operate the store, did some tall thinking. They realized that in the coming era

(*Continued on page* 146)





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Electric Household Refrigerators to Have Banner Year in '36

By R. C. COSGROVE*
Manager, House Refrigeration Sales Westinghouse Electric & Mfg. Co.

FROM all indications, 1936 is going to be by far the biggest and most successful year for electric household refrigerators. Every company seems to have bigger and broader plans than ever before.

The household refrigerator business seems to be a depression-proof business, and with the exception of one year since 1921 has made outstanding gains in each subsequent year over the previous year. Only in the year 1932 were sales smaller than in the previous year.

Here are the sales figures, by year, since 1921:

1921	5,000
1922	12,000
1923	18,000
1924	30,000
1925	75,000
1926	210,000
1927	390,000
1928	560,000
1929	840,000
1930	850,000
1931	965,000
1932	870,000
1933	1,080,000
1934	1,350,000
1935	1,650,000

and the industry expects that in 1936 at least 1,850,000 electrical household refrigerators will be purchased.

In the year 1935 the retail value of those 1,650,000 refrigerators exceeded $250,000,000.

In the homes of America today there are installed slightly in excess of 7,000,000 electric refrigerators, which means that 35 per cent of the 20,000,000 wired homes have this wonderful home convenience.

Of course, more than 7,000,000 refrigerators have been sold, but many that were sold in the earlier days have been replaced, first, due to unsatisfactory performance because of the newness of the development, and secondly, due to the fact that many people in the earlier days bought refrigerators much too small for their needs.



R. C. COSGROVE

Refrigerators today are equipped with almost every conceivable convenient feature, and the economy and freedom from service troubles have been improved tremendously even over the last few years.

The better refrigerators today have hermetically sealed units which should last a lifetime. The cabinets are of all-steel construction with no wood whatsoever being used in even the frame.

The evaporators are of rust-resisting material, which should last a lifetime, and the control mechanism and other parts of the refrigerator are made in such a way as to almost guarantee trouble-free operation, and hence some of the larger manufacturers offer five-year protection plans for small sums included in the original price of the refrigerators.

The finishes have been highly developed to a point where refinishing requirements are practically nil.

The easy terms upon which refrigerators can be purchased today make this very wonderful piece of kitchen equipment available to practically every family regardless of how small the income.

Manufacturers, sensing the need for reasonably sized boxes for this small income group, have developed economy models which have large capacities and excellent operating features, but lack some of the more expensive conveniences and utility features of the higher priced cabinet.

Among the larger manufacturers, the Westinghouse Company has had a leading position in developing the major improvements, and the new 1936 refrigerators, carrying the Westinghouse name, are outstanding in every way.

1936, being the Westinghouse Golden Jubilee Year, called forth from the engineering laboratories of the company a program far in advance of anything ever attempted before, and Westinghouse presents in 1936 a line of electric household refrigerators not only outstanding in having every conceivable long life and convenient feature incorporated, but at a price almost unbelievably low.

Westinghouse, in 1936, set out to give a greater value than ever before attempted, and has adopted for its slogan in 1936—its Golden Jubilee Year—"The New Standard of Refrigerator Value."

* From a luncheon talk on January 14, 1936, at the Waldorf-Astoria Hotel, New York, N. Y.

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Hardware Facts

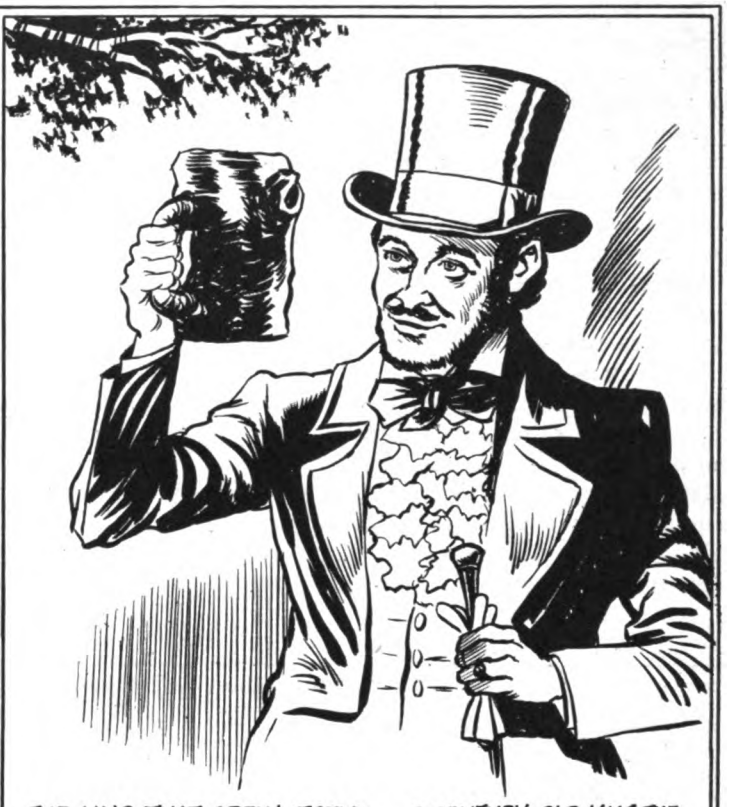
By ROBERT PILGRIM

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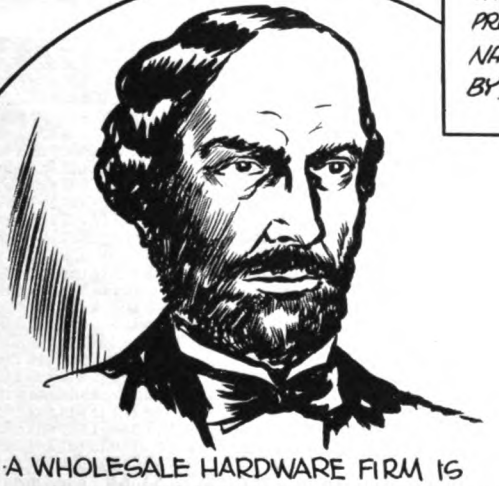




THIS MINIATURE FARM WAGON AND SKILLET, WERE BUILT ENTIRELY OF MATCHES — BY FRED SPINDON OF ABINGTON, ILL.



THE MUG THAT GREW ITSELF.... A CENTURY-OLD MUG, THE PROPERTY OF AN ELDORA, IA., MAN, WAS FORMED BY NATURE. THE PERFECTLY SHAPED HANDLE WAS FORMED BY A TWIG WHICH GRAFTED ITSELF INTO THE BRANCH WHICH FORMS THE CUP



A WHOLESALE HARDWARE FIRM IS THE OLDEST BUSINESS IN CLEVELAND, OHIO! GEORGE WORTHINGTON STARTED THE BUSINESS IN 1829 WITH $1,000 WORTH OF HARDWARE



THE WALKING HARDWARE STORE!

THOMAS J. EBERT, OF WILLIAMSPORT, PA., EATS NAILS, TACKS, COINS, TEACUP HANDLES AND RAZOR BLADES WITHOUT INJURY!

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Paying Salespeople According

By F. J. NICHOLS
The National Cash Register Company

PAYROLL is the biggest item of expense in a retail business. The best way to reduce the high cost of selling is to sell more per hour per salesperson. The most effective incentive for increasing sales is to make it possible for salespeople to earn more by selling more.

Many successful stores set a monthly sales mark or "quota" for each salesperson and pay them a small commission on all sales above that amount. Others pay small salaries or drawing accounts and pay commissions on all sales. Salaries and amounts drawn are deducted when commission is paid.

Some stores figure net profits every three or six months and distribute a percentage to their salespeople. To share in the profits, employees must work in the store six months or longer.

A salesperson's pay should be determined by sales, rather than by the time spent in the store. For example, a salesperson who draws $20 a week and sells $300 worth of goods weekly is being paid at the rate of 6.7 per cent of his sales. If he were in a grocery, he would be getting about the average salary. But in the jewelry business $5 a week more would be required to bring his salary up to average. The table on the next page shows percentages of salespeople's earnings to sales. Suppose a shoe merchant pays a salesperson $25 a week. Follow the $25 column down to the shoe average, 9.79 per cent. Then following to the left you find that he should sell $250 worth of merchandise a week to earn the average paid in shoe stores.

A table like is a very effective argument to use when undeserving salespeople ask for increases in pay, and when sales are too low to justify the pay they are getting. When fixing salaries, keep in mind conditions in your store and community and use the percentage figures of your own business.

How Much a Salesperson Should Sell

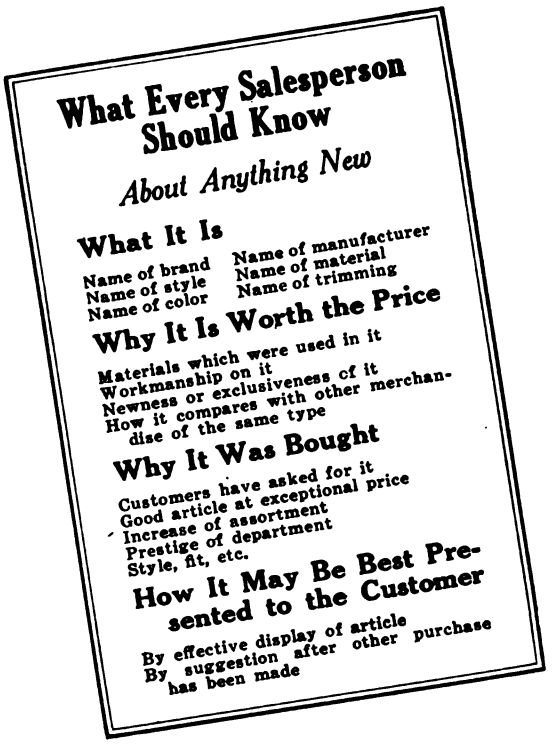
The figures at the top of this chart represent the amount of salespeople's weekly salaries; the figures in the left-hand column the amount of their weekly sales. To find what per cent of his sales is paid to a salesperson as salary, locate the per cent directly below the amount of his weekly salary and opposite the amount of his weekly sales.

Example: A salesperson receives $17 per week and averages $200 net sales per week. The per cent directly below $17 and opposite $200 is 8.5%. This salesperson's salary is, therefore, 8.5% of his weekly sales.

Amount of Weekly Sales	Amount of Weekly Salaries																																				
	$10	10½	11	11½	12	12½	13	13½	14	14½	15	16	17	17½	18	19	20	21	22	22½	23	24	25	26	27	27½	28	29	30	32½	35	37½	40	42½	45	47½	50
$100	10.0	10.5	11.0	11.5	12.0	12.5	13.0	13.5	14.0	14.5	15.0	16.0	17.0	17.5	18.0	19.0	20.0	21.0	22.0	22.5	23.0	24.0	25.0	26.0	27.0	27.5	28.0	29.0	30.0	32.5	35.0	37.5	40.0	42.5	45.0	47.5	50.0
110	9.1	9.6	10.0	10.5	10.9	11.4	11.8	12.3	12.7	13.2	13.6	14.6	15.5	15.9	16.4	17.3	18.2	19.1	20.0	20.5	20.9	21.8	22.7	23.6	24.6	25.0	25.5	26.4	27.3	29.6	31.8	34.1	36.4	38.6	40.9	42.2	45.5
120	8.3	8.8	9.2	9.6	10.0	10.4	10.8	11.3	11.7	12.1	12.5	13.3	14.2	14.6	15.0	15.8	16.7	17.5	18.3	18.8	19.2	20.0	20.8	21.7	22.5	22.9	23.3	24.2	25.0	27.1	29.2	31.3	33.3	35.4	37.5	39.6	41.7
130	7.7	8.1	8.5	8.9	9.2	9.6	10.0	10.4	10.8	11.2	11.5	12.3	13.1	13.5	13.9	14.6	15.4	16.2	16.9	17.3	17.7	18.5	19.2	20.0	20.8	21.2	21.5	22.3	23.1	25.0	26.9	28.9	30.8	32.7	34.6	36.5	38.5
140	7.1	7.5	7.9	8.2	8.6	8.9	9.3	9.6	10.0	10.4	10.7	11.4	12.1	12.5	12.9	13.6	14.3	15.0	15.7	16.1	16.4	17.1	17.9	18.6	19.3	19.6	20.0	20.7	21.4	23.2	25.0	26.8	28.6	30.4	32.1	33.9	35.7
150	6.7	7.0	7.3	7.7	8.0	8.3	8.7	9.0	9.3	9.7	10.0	10.7	11.3	11.7	12.0	12.7	13.3	14.0	14.7	15.0	15.3	16.0	16.7	17.3	18.0	18.3	18.7	19.3	20.0	21.7	23.3	25.0	26.7	28.3	30.0	31.7	33.3
160	6.3	6.6	6.9	7.2	7.5	7.8	8.1	8.4	8.8	9.1	9.4	10.0	10.6	10.9	11.3	11.9	12.5	13.1	13.8	14.1	14.4	15.0	15.6	16.3	16.9	17.2	17.5	18.1	18.8	20.3	21.9	23.4	25.0	26.6	28.1	29.7	31.3
170	5.9	6.2	6.5	6.8	7.1	7.4	7.7	7.9	8.2	8.5	8.8	9.4	10.0	10.3	10.6	11.2	11.8	12.4	12.9	13.2	13.5	14.1	14.7	15.3	15.9	16.2	16.5	17.1	17.7	19.1	20.6	22.1	23.5	25.0	26.5	27.9	29.4
180	5.6	5.8	6.1	6.4	6.7	6.9	7.2	7.5	7.8	8.1	8.3	8.9	9.4	9.7	10.0	10.6	11.1	11.7	12.2	12.5	12.8	13.3	13.9	14.4	15.0	15.3	15.6	16.1	16.7	18.1	19.4	20.8	22.2	23.6	25.0	26.4	27.8
190	5.3	5.5	5.8	6.1	6.3	6.6	6.8	7.1	7.4	7.6	7.9	8.4	9.0	9.2	9.5	10.0	10.5	11.1	11.6	11.8	12.1	12.6	13.2	13.7	14.2	14.5	14.7	15.3	15.8	17.1	18.4	19.7	21.1	22.4	23.7	25.0	26.3
200	5.0	5.3	5.5	5.8	6.0	6.3	6.5	6.8	7.0	7.3	7.5	8.0	8.5	8.8	9.0	9.5	10.0	10.5	11.0	11.3	11.5	12.0	12.5	13.0	13.5	13.8	14.0	14.5	15.0	16.3	17.5	18.8	20.0	21.3	22.5	23.8	25.0
210	4.8	5.0	5.2	5.5	5.7	6.0	6.2	6.4	6.7	6.9	7.1	7.6	8.1	8.3	8.6	9.1	9.5	10.0	10.5	10.7	11.0	11.4	11.9	12.4	12.9	13.1	13.3	13.8	14.3	15.5	16.7	17.9	19.1	20.2	21.4	22.6	23.8
220	4.6	4.8	5.0	5.2	5.5	5.7	5.9	6.1	6.4	6.6	6.8	7.3	7.7	8.0	8.2	8.6	9.1	9.6	10.0	10.2	10.5	10.9	11.4	11.8	12.3	12.5	12.7	13.2	13.6	14.8	15.9	17.1	18.2	19.3	20.5	21.6	22.7
230	4.4	4.6	4.8	5.0	5.2	5.4	5.7	5.9	6.1	6.3	6.5	7.0	7.4	7.6	7.8	8.3	8.7	9.1	9.6	9.8	10.0	10.4	10.9	11.3	11.7	12.0	12.2	12.6	13.0	14.1	15.2	16.3	17.4	18.5	19.6	20.7	21.7
240	4.2	4.4	4.6	4.8	5.0	5.2	5.4	5.6	5.8	6.0	6.3	6.7	7.1	7.3	7.5	7.9	8.3	8.8	9.2	9.4	9.6	10.0	10.4	10.8	11.3	11.5	11.7	12.1	12.5	13.5	14.6	15.6	16.7	17.7	18.8	19.8	20.8
250	4.0	4.2	4.4	4.6	4.8	5.0	5.2	5.4	5.6	5.8	6.0	6.4	6.8	7.0	7.2	7.6	8.0	8.4	8.8	9.0	9.2	9.6	10.0	10.4	10.8	11.0	11.2	11.6	12.0	13.0	14.0	15.0	16.0	17.0	18.0	19.0	20.0
260	3.9	4.0	4.2	4.4	4.6	4.8	5.0	5.2	5.4	5.6	5.8	6.2	6.5	6.7	6.9	7.3	7.7	8.1	8.5	8.7	8.9	9.2	9.6	10.0	10.4	10.6	10.8	11.2	11.5	12.5	13.5	14.4	15.4	16.4	17.3	18.3	19.2
270	3.7	3.9	4.1	4.3	4.4	4.6	4.8	5.0	5.2	5.4	5.6	5.9	6.3	6.5	6.7	7.0	7.4	7.8	8.2	8.3	8.5	8.9	9.3	9.6	10.0	10.2	10.4	10.7	11.1	12.0	13.0	13.9	14.8	15.7	16.7	17.6	18.5
280	3.6	3.8	3.9	4.1	4.3	4.5	4.6	4.8	5.0	5.2	5.4	5.7	6.1	6.3	6.4	6.8	7.1	7.5	7.9	8.0	8.2	8.6	8.9	9.3	9.6	9.8	10.0	10.4	10.7	11.6	12.5	13.4	14.3	15.2	16.1	17.0	17.9
290	3.5	3.6	3.8	4.0	4.1	4.3	4.5	4.7	4.8	5.0	5.2	5.5	5.9	6.0	6.2	6.6	6.9	7.2	7.6	7.8	7.9	8.3	8.6	9.0	9.3	9.5	9.7	10.0	10.3	11.2	12.1	12.9	13.8	14.7	15.5	16.4	17.2
300	3.3	3.5	3.7	3.8	4.0	4.2	4.3	4.5	4.7	4.8	5.0	5.3	5.7	5.8	6.0	6.3	6.7	7.0	7.3	7.5	7.7	8.0	8.3	8.7	9.0	9.2	9.3	9.7	10.0	10.8	11.7	12.5	13.3	14.2	15.0	15.8	16.7
325	3.1	3.2	3.4	3.5	3.7	3.9	4.0	4.2	4.3	4.5	4.6	4.9	5.2	5.4	5.5	5.9	6.2	6.5	6.8	6.9	7.1	7.4	7.7	8.0	8.3	8.5	8.6	8.9	9.2	10.0	10.8	11.5	12.3	13.1	13.9	14.6	15.4
350	2.9	3.0	3.1	3.3	3.4	3.6	3.7	3.9	4.0	4.1	4.3	4.6	4.9	5.0	5.1	5.4	5.7	6.0	6.3	6.4	6.6	6.9	7.1	7.4	7.7	7.9	8.0	8.3	8.6	9.3	10.0	10.7	11.4	12.1	12.9	13.6	14.3
375	2.7	2.8	2.9	3.1	3.2	3.3	3.5	3.6	3.7	3.9	4.0	4.3	4.5	4.7	4.8	5.1	5.3	5.6	5.9	6.0	6.1	6.4	6.7	6.9	7.2	7.3	7.5	7.7	8.0	8.7	9.3	10.0	10.7	11.3	12.0	12.7	13.3
400	2.5	2.6	2.8	2.9	3.0	3.1	3.3	3.4	3.5	3.6	3.8	4.0	4.3	4.4	4.5	4.8	5.0	5.3	5.5	5.6	5.8	6.0	6.3	6.5	6.8	6.9	7.0	7.3	7.5	8.1	8.8	9.4	10.0	10.6	11.3	11.9	12.5
425	2.4	2.5	2.6	2.7	2.8	2.9	3.1	3.2	3.3	3.4	3.5	3.8	4.0	4.1	4.2	4.5	4.7	4.9	5.2	5.3	5.4	5.6	5.9	6.1	6.4	6.5	6.6	6.8	7.1	7.6	8.2	8.8	9.4	10.0	10.6	11.2	11.8
450	2.2	2.3	2.4	2.6	2.7	2.8	2.9	3.0	3.1	3.2	3.3	3.6	3.8	3.9	4.0	4.2	4.4	4.7	4.9	5.0	5.1	5.3	5.6	5.8	6.0	6.1	6.2	6.4	6.7	7.2	7.8	8.3	8.9	9.4	10.0	10.6	11.1
475	2.1	2.2	2.3	2.4	2.5	2.6	2.7	2.8	2.9	3.1	3.2	3.4	3.6	3.7	3.8	4.0	4.2	4.4	4.6	4.7	4.8	5.1	5.3	5.5	5.7	5.8	5.9	6.1	6.3	6.8	7.4	7.9	8.4	8.9	9.5	10.0	10.5
500	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7	2.8	2.9	3.0	3.2	3.4	3.5	3.6	3.8	4.0	4.2	4.4	4.5	4.6	4.8	5.0	5.2	5.4	5.5	5.6	5.8	6.0	6.5	7.0	7.5	8.0	8.5	9.0	9.5	10.0
525	1.9	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7	2.8	2.9	3.0	3.2	3.3	3.4	3.6	3.8	4.0	4.2	4.3	4.4	4.6	4.8	5.0	5.1	5.2	5.3	5.5	5.7	6.2	6.7	7.1	7.6	8.1	8.6	9.0	9.5
550	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5	2.5	2.6	2.7	2.9	3.1	3.2	3.3	3.5	3.6	3.8	4.0	4.1	4.2	4.4	4.5	4.7	4.9	5.0	5.1	5.3	5.5	5.9	6.4	6.8	7.3	7.7	8.2	8.6	9.1
575	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.3	2.4	2.5	2.6	2.8	3.0	3.0	3.1	3.3	3.5	3.7	3.8	3.9	4.0	4.2	4.3	4.5	4.7	4.8	4.9	5.0	5.2	5.7	6.1	6.5	7.0	7.4	7.8	8.3	8.7
600	1.7	1.7	1.8	1.9	2.0	2.1	2.2	2.2	2.3	2.4	2.5	2.7	2.8	2.9	3.0	3.2	3.3	3.5	3.7	3.7	3.8	4.0	4.2	4.3	4.5	4.6	4.7	4.8	5.0	5.4	5.8	6.2	6.7	7.1	7.5	7.9	8.3

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to Their Sales



The salesperson who can give the customer accurate information on all the points listed above is in position to increase sales.



F. J. Nichols

Records should be kept of sales made each day by each salesperson. The average sale and the salary cost per sale should be figured and recorded. Only when such figures are available can a merchant know how much a salesperson is worth to him. With such figures he can pay his salespeople for what they sell instead of for the time spent in the store.

Many small stores are now following the lead of larger department stores and chain stores in training their employees. In smaller stores the best plan is to hold meetings regularly at least once a month. Once a week is not too often, if not continued for more than eight weeks. Having a regular time for the sessions is important.

Tell your employees about the history of your store. Teach them the importance of winning, pleasing and holding customers. Explain your overhead expenses. Tell them about net profits. Show them how waste, poor selling methods, discourtesy to customers, laziness, dishonesty, mistakes, forgetfulness, and similar things lose trade and reduce net profit. Show them how these things reduce the amount that can be paid to them.

People learn to do by doing. Salespeople learn to sell by selling—not by listening to someone tell about selling. The best sales training is that which affords each salesperson opportunity to practice better methods. You can use this method by arranging practice sales. Have one salesperson act as a customer while another demonstrates how he or she sells a pair of shoes. After the demonstration is finished, have the group discuss it. Emphasize the good points and call attention to the mistakes. Describe a difficult selling situation and ask the salespeople to show how they would handle it. Draw out suggestions. Stimulate thinking. Encourage discussions of selling methods. Show salespeople how to suggest articles to customers and have them practice on each other.

Tell them about new merchandise and how to study the different kinds of goods. When you buy a new line, have the salesman from whom you buy sell the goods to your salespeople. They must be sold on the new goods — must know values, talking points, and how to handle the goods—before they can sell them to your customers.

Convince your employees that you are interested in them—in their success, in their happiness —and you will be surprised how much more interested they will be in you and in "Our Store."

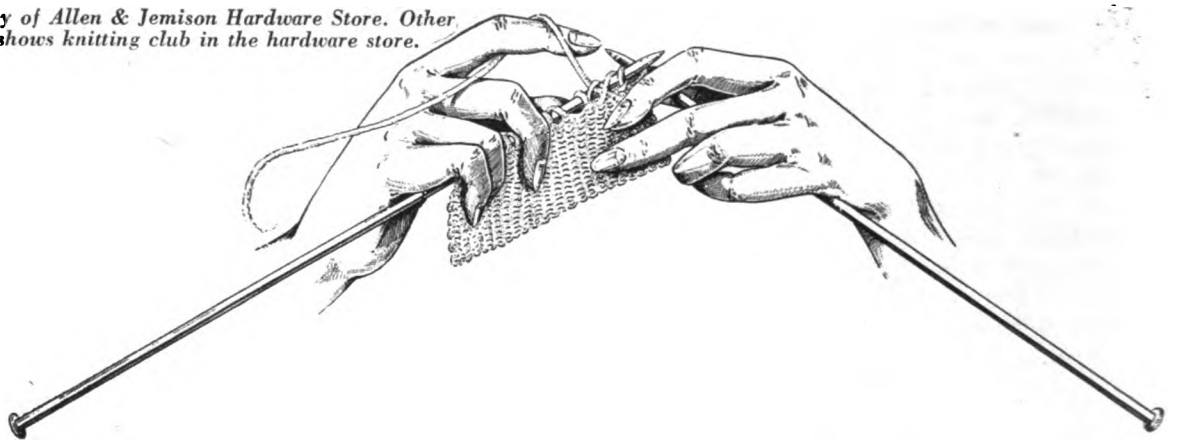
Encourage your people to read trade papers and books about the goods your store sells. Read these yourself and mark with a red pencil the things you consider most important. Then pass them around and ask those who read to tell you what they think.

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Read this story of how Allen & Jemison, hardware dealers in Tuscaloosa, Ala., attract women customers . . .

Yarn display of Allen & Jemison Hardware Store. Other photo shows knitting club in the hardware store.



Knitting Needles Help Sell Hardware

A RADICAL, but interesting and successful merchandising idea has been employed by Allen and Jemison Company of Tuscaloosa, Alabama, in increasing sales of merchandise that appeal to women customers.

The idea is unusual because of the foresight of M. Torrey Jemison, vice-president and sales manager, who dared break with tradition and establish a knitting department in the big four-story hardware establishment as a means of attracting more women customers.

An institution that has a volume (wholesale and retail) that approaches the half-million dollar mark annually, one that has four big floors of nothing but hardware, one that does business chiefly with the male division of the population—why should they suddenly install a knitting department?

Mr. Jemison's answer might be that he wanted more women to visit and become acquainted with the store; that his household hardware and electrical appliances were not moving fast enough because there were few feminine eyes to see them; that his store was not in the heart of the retail district.

According to Mr. Jemison, the plan has definitely increased sales in housewares, tableware, appliances. It has caused clerks to take more interest in the appearance of the department, because they realized that their displays would be under the scrutiny of many feminine eyes.

Best of all, the knitting department has made hundreds of friends for the store and brought

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women there who never visited it before. Furthermore, Mr. Jemison feels that he has gained some business that was formerly going to the drug and variety chains.

Beginning with a few skeins of yarn and some instruction books, the knitting department—after two years of operation — is scoring new gains monthly. A good volume has been built up. It is definitely in the profit-making class.

The plan is remarkably simple. An instructor, a well-known local matron, was employed to hold classes in the store three mornings weekly. From the outset, women came by dozens to sit around the big table provided and learn how to knit and crochet rugs, dresses, shawls, table-pieces. On days when classes are not held, many knitting sales are made to those who return to secure material.

The department was installed after Mr. Jemison was convinced that a definite trend was developing toward more interest in knitting. He found that many were going to other cities to find instruction and material. He sensed an opportunity to increase hardware sales to women and made the most of it.

"The installation of our knitting department required little investment," he revealed. "Stock was built up from profits made. Only a negligible amount of publicity is necessary, for when the women learn of the free classes, they are quick to take advantage of them."

Mr. Jemison believes that each woman who receives the free instruction is a friend of the institution. They not only buy yarn and knitting supplies, but look around the store and buy other articles. Nearly 1000 have been taught the art in the two years of operation. Hundreds of others have taken short courses.



Ads like these told Tuscaloosa women of the hardware store's knitting club.

The department is run along lines developed by big stores in ready-to-wear and dry goods. The fact that it is in a hardware store makes the plan even more unusual.



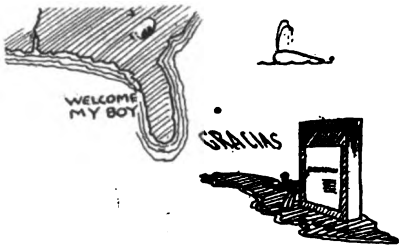
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They're Telling Us

What readers say about the Hardware Age Catalog and Directory Number

Gracias

CAMAGUEY, CUBA — The 1935 copy of "Who Makes It?" has just been received, we certainly appreciate it very much and here



are our most sincerely "Gracias" what I hope will be able to do personally the coming summer during my next visit to your country.

FRANCISCO BANGO,
Bango, Jr.

Buyers Use It

MEMPHIS, TENN.—We wish to acknowledge the Directory or "Who Makes It?" issue of HARDWARE AGE, dated September 26.

This Directory has been passed on to our buying department for their attention and we are sure that it will be of a great deal of value to this department.

We wish to take this opportunity to thank you for this Directory.

L. A. HARDISON, Mgr. of Sales,
Stratton-Warren Hardware Co.

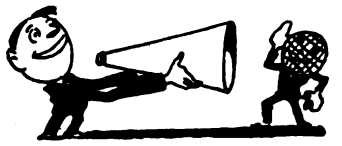
"Day Unto Day"

PHILADELPHIA, PA.—Years ago my dear old mother had a calendar hanging on the wall with this inscription "Day unto Day," from the writings every day she received much inspiration and help to carry on.

Your directory issue should also be marked "Day unto Day," for the hardware merchants, when we are worried about "Who Makes It?" your guide will be an inspiration. It will indeed be a very present help in time of perplexity and trouble.

The copy of the directory on "Who Makes It?" issue of HARDWARE AGE was received by us in first-class condition.

WM. J. DEVELIN, Vice-president,
C. B. Porter Company



We'll Tell the World We'll Continue It

CHATTANOOGA, TENN.—We are very glad to have the opportunity of thanking you for the latest edition of the HARDWARE AGE. This magazine has always proven very useful to the buyer in ordering materials and also as a reference book to the correct addresses of the different firms with which we deal.

This book has always been both clear and concise, and the mass of information it contains is put together in such a manner that very little time is lost in looking up desired information. We received our copy of the HARDWARE AGE in perfect condition; with every sheet intact and the cover unmarred.

We wish to thank you again for sending us a copy of the HARDWARE AGE and hope you see fit to continue publishing this valuable directory.

S. M. VARNELL,
Varnell Hardware Company

Used Daily

NEW HAVEN, CONN.—We are in receipt of our copy of the directory of "Who Makes It?" issue of HARDWARE AGE for which we thank you.

We always find this directory most valuable to us as we have occasion to refer to it daily during the year.

W. E. JANSWICH, Treasurer,
John E. Bassett & Co.

A Big Asset

KANSAS CITY, MO.—We wish to acknowledge receipt of your "Who Makes It?" Directory Number and certainly wish to compliment you on this edition.

This was received in very good condition and it will certainly be a big asset to us in the office when looking up the products of various manufacturers.



We have placed this in our files for handy reference as it is something that we have needed for some time.

HERMAN KUEHLKE,
Richards & Conover Hdwe. Co.

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Indispensable

PENNS GROVE, N. J.—We use the Directory daily in our business and find it indispensable. We assure you that it is appreciated that you are in a position to furnish us with this data.

R. F. WILLIS,
R. F. Willis & Brother

Authentic

DECATUR, ILL.—We are pleased to acknowledge receipt of the HARDWARE AGE directory which you recently sent us and also advise you that we appreciate the information which it contains.



While we have other directories in our files, we do find the information given us in your directory very authentic and we use it continuously.

D. L. JOHNSON, Vice-president,
Morehouse & Wells Co.

Always at Hand

MANCHESTER, N. H.—We have received the copy "Who Makes It?" in good condition. We find it very useful always at hand at the writer's desk. We note its improvement with each new issue.

W. H. UNDERWOOD,
Manchester Hardware Co.

Pleased With It

BURLINGTON, VT. — This will acknowledge receipt of our copy of the Directory, "Who Makes It?"

We are very pleased to receive this Directory and are confident that we will have occasion to use it many times during the coming year.

We have not examined it carefully as yet, but we are sure, from our experience in the past with your directories, that it will be of great assistance to us from time to time.

E. E. QUINN,
Strong Hardware Company

Very Valuable

BRIDGEPORT, CONN.—We have received our copy of the Directory. We use this Directory very frequently and find it a great advantage in looking up various manufacturers and obtaining goods which are new to us.

Our copy was received in first-class condition and, as stated above, it is a very valuable help to us.

L. V. BROOKS,
The Smith-Comstock Co., Inc.

Best Ever

HARTFORD, CONN. — Have received your HARDWARE AGE Directory and want to compliment you and your company on this beautiful edition. This is the best book ever and as we have told you before we keep it busy 52 weeks in the year.

The book arrived in very good shape and at this time have no complaints to make but wish to extend again our appreciation of the good service rendered.

WILLIAM F. SECHTMAN,
Sechtman Hardware Company

Never Fails

MILWAUKEE, WIS.—Many times during the year I have occasion to refer to your Directory "Who



Makes It?" and I can tell you without reservation that I have not yet failed to find what I was looking for.

F. S. ROST, Vice-president,
Frankfurth Hardware Company

A Distinct Trade Service

PITTSBURGH, PA.—The copy of "Who Makes It?" reached us in good condition. In publishing a book of this kind we think you have rendered to the trade a distinct service. It is very complete and we refer to it very often.

James C. Lindsay Hardware Co.

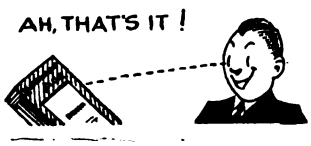
Glad to Get It

CORNING, N. Y.—We received our copy of the "Who Makes It?" the other day and were very glad to get it.

We use this book a great many times during the year, in fact hardly a day goes by that we do not refer to it. So many customers request us to order merchandise without knowing much about the article or who makes it.

May we thank you for our copy of "Who Makes It?"—which we received in very good condition, and assure you we shall look forward to future copies.

Boller Bros. Hardware



Whenever in Doubt

BOSTON, MASS.—We are in receipt of your HARDWARE AGE and find it very useful.

Whenever we are in doubt as to "Who Makes It" we always know we can find the information by referring to your book.

E. H. BREST,
S. Simons Hardware Co.

Wonderful

MOUNT KISCO, N. Y.—Received the Directory or "Who Makes It?" and will say that we use it all the time and find it wonderful.

LOUIS CARPENTER,
Carpenter's Hardware

Very Complete

PORT CHESTER, N. Y. — We have received our copy of the "Who Makes It?" issue of the HARDWARE AGE in perfect condition.



This book is really very helpful to us. We make use of this book on an average of two or three times a week. It is really very complete and could not get along without it.

F. HOFFMAN,
Muffs Hoffman & Co., Inc.

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HOW'S the

ADVANCES BECOMING EFFECTIVE

Steel Wood Screws — Turpentine
Lead — Zinc — Ammunition
Some Hurley Washers and Ironers
Inexpensive Electric Irons
Low-priced Electric Mixers
Some Champion Forges & Drills

March 12th 1936

DECLINES BECOMING EFFECTIVE

Lead Traps & Bends, Etc. — Auto Lamps
Mill-run Files — Carpenters' Chalk

The expected decline on nails, barb wire and staples was placed in effect March 5, reducing quotations to the following, F.O.B. Chicago:

	less than carloads	carloads
wire nails, base	$2.35	$2.15 per cwt.
polished fence staples	$3.05	$2.85 per cwt.
galvanized fence staples	$3.30	$3.10 per cwt.
2 pt. Standard 80 rod cattle wire	$2.19	$2.03 per spool
2 pt. Standard 80 rod hog wire	$2.34	$2.17 per spool

Prices F.O.B. Pittsburgh and Cleveland, as usual or 5c. per hundred pounds less than the above. Contrary to the trend on the above products, annealed and galvanized fence wire are advanced 15c. per hundred pounds.

* * *

National Lead Company on Feb. 17 reaffirmed prices of last September on lead pipe and lead roofing flanges, but made the following reductions on allied items: Lead traps and bends, now 45 per cent off lists, formerly 25 per cent off. Combination ferrules, bends and nipples now 20 per cent off lists, formerly 10 per cent off.

* * *

Prices on lead were advanced five cents per 100 lbs. each on two successive days, Feb. 26 and 27, to $4.65 New York, the highest mark since 1931. These increases reflect the strong demand for the metal, and its favorable statistical position. Zinc prices advanced five cents per 100 lbs.

Wood screws last November took one of the sharpest mark-ups in recent years with advances in all list prices, and changes in discounts. Brass screws were particularly affected at that time. Sales by the manufacturers since November have been light, many large buyers having stocked up before the rise. However, expecting a satisfactory spring demand, the leading screw makers have rearranged and slightly advanced all discounts again, making an advance over the previous market of 5 per cent on steel screws of all styles and finishes. Brass and bronze screws were not affected by the recent changes.

* * *

1936 ammunition prices were released on Feb. 17th and average about seven and one-half per cent higher than a year ago on all loaded shells and cartridges. Under a new plan adopted this year net prices to dealers have been based on the average carload rate of freight from the dealer's nearest manufacturing point to the dealer's location in each respective zone. The new prices only partially restore the declines of a year ago. Preferential discounts have been wiped out, and the new set-up provides the same prices for all dealers in a given town, whether large or small. The manufacturers hope it will put an end to the demoralization which was so costly to all ammunition distributors last season.

* * *

Westinghouse Lamp Company and other makers announced last month a reduction in the prices of various types of automobile lamps, which has become effective March 1. Numbers 51, 55 and the staple number 63 have been lowered approximately 30 per cent, and No. 2331 about 17½ per cent. There had been for some time a rather wide gap between quotations on leading and independent lines, and this variation seems to have been partly and temporarily removed.

* * *

Mill-run files have been reduced approximately 10 per cent, by leading sellers.

* * *

Quotations on several items of lower-priced electric fans and electric mixers have been advanced 7½ to 10 per cent, or more, by various makers at various dates since Jan. 1. Low prices ruling last year were found to have been completely without profit, and even after the new advances are not fully satisfactory to some producers.

* * *

Hurley Machine Company, leading makers of washing and ironing machines, have advanced list prices $20 to $30 each on several of their models. The increase varies from 10 to 25 per cent.

* * *

Champion Forge and Blower Company have advanced some numbers of their forges and drills 5 per cent, effective March 1.

* * *

The price of turpentine advanced two cents per gallon on Feb. 28, but the market on linseed oil is rather weak, due to the usual late winter drop in demand. Jobbers see some possibility of a decline between now and the first of April, at which time the seasonable spring demand should again firm up prices.

* * *

Makers of picks, mattocks and sledges are definitely planning

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HARDWARE Business?

an advance, about March 15, said to be 5 per cent, with a chance that the increase may be greater. Axe prices for the coming fall are expected soon, with the probability that there will be no material change. Manufacturers of these heavier lines have been kept very busy supplying tools for the many government projects.

* * *

Prices on copper wash boilers are firming, following the recent advance on copper. The market on galvanized utensils is temporarily quieter and not so strong, but as soon as the expected recovery comes in sheet steel quotations, it is known that the makers of galvanized ware want to get higher prices.

* * *

Push brooms and stable brooms of bass and bamboo fiber have been advanced 5 per cent, due to the unfavorable exchange situation which affects the cost of these imported materials.

* * *

Hardware dealers who have installed shoe findings counters have found these goods unexpectedly active, from shoe laces and soles to lasts and stands. Another assembly which responds to proper centering and display at this season is house cleaning supplies—polishes, brushes and brooms, oil mops, waxes, sponges, chamois, etc. Many an extra dollar of sales and profit comes from mass showings of such coordinated lines, changed from time to time as their seasons come along.

* * *

The sharp upturn in orders booked by furniture manufacturers in January should be ranked among the "signs of prosperity," the volume rising approximately 72 per cent over December. Unfilled orders almost doubled during the month. Operations were at about 57 per cent of capacity compared with 63 per cent in December and 50 per cent in January, 1935.

* * *

On stove pipe and elbow sales, for fall delivery, there has been the usual amount of early price-cutting, which, however, is now less severe. Quotations to the retailer have become rather settled at a basis of $10 to $10.50 per 100 joints for 28 gauge 6-in. standard pipe. Elbow prices are well maintained, and stove pipe dampers are costing the wholesaler a little more than a year ago.

* * *

Prices on carpenters' chalk, steady for many years, have been somewhat upset by new competition, and an average decline of 10 cents per gross in the wholesale costs is in effect. Similar new competition on school crayons is causing occasional shading, but with no changes from the old-time suppliers.

* * *

The snow-bound areas are thawing out, and with them, the hardware business. Many midwestern stores reported the final week in February one of the best this year, with a distinct gain over a year ago. Stores were well patronized by shoppers who bought liberally of seasonal items after being interned for so long by difficult travel and the subzero temperatures. February total retail showings were hard hit, but in the larger towns some gains have run as high as 10 per cent, due largely to the influence of leap year. Not only did the month have 29 days instead of 28, but five of these days were Saturdays.

* * *

The wholesale betterment has been substantial, although not quite as rapid as among retailers. Jobbers still complain of inability to get prompt delivery from makers of a number of lines. The real effect of the better weather is expected in March, as snow and mud blocked roads get back into service. Flood conditions are a worry in some sections, bringing a heavy run on shovels, spades and wheelbarrows. By contrast, the southwest needs moisture badly for oncoming crops. In most places, the regular spring season for work on the farms will be shortened when it does come, but the buying power of farmers does not seem to be impaired. Farm implement makers report active ordering, and are keeping up their production schedules.

Reports from manufacturers indicate that plant activity, which all during February held to a better rate than consumption, is still increasing. There is special improvement, according to Dun's, in the heavier lines, such as farm equipment, washing machines, electrical supplies, plumbing fixtures, stoves, and foundry specialties. Output of paint, cement, and builders' hardware was not curtailed because of the temporary stopping of outdoor work. More of an effort is noted to build up depleted inventories to meet an expected better demand as the spring season progresses. The machine tool industry continued close to the January rate with several units reporting enough orders to keep working at capacity for at least three months. Fertilizer manufacturers are operating at a faster pace than a year ago, based on the outlook for larger plantings this season.

* * *

Output of automobiles in the last week of February again failed to equal the 1935 comparative total. Most plants operated only four days being unable to move stocks on hand because of transportation tie-ups. Manufacturers of parts received larger orders, indicating a speeding up of new automobile assemblies in March. Used cars have started to move better, and there seems to be no worry whatever as to a large demand for new popular-priced cars continuing indefinitely.

* * *

Steel production for last week was estimated at 53½ per cent of capacity by the American Iron and Steel Institute. It was the highest level since December 16 and was 1.1 per cent ahead of the previous week. A month ago operations were 50 per cent of capacity and a year ago 48.2 per cent. Spring demands for iron and steel are strengthening, and shipments have been helped by more favorable weather. Buiding construction orders are substantially better, and there is heavier specifying by the road machinery and agricultural implement industries. The steadily rising scrap market has encouraged mills to adopt a firmer attitude on steel quotations. There

(*Continued on page* 130)

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News of Retailers, Jobbers and Manufacturers and Salesmen

NEWS OF

THOS. L. WILLIS ELECTED PRESIDENT NORTHERN HARDWARE CO., PORTLAND, ORE.

Dealer-owned wholesale firm held twelfth annual meeting and convention Feb. 17-18, 1936, with 78 factory exhibits and 109 dealers and 30 guests present.

Thos. L. Willis was elected president of the Northern Wholesale Hardware Co., dealer-owned wholesale firm of Portland, Ore. His election took place at the close of the 12th annual stockholders' meeting and convention held at the warehouse on February 17 and 18, 1936. Other officers elected were: Frank Travis, Shelton, as vice-president; N. A. Bonn, The Dalles, as secretary; Norris Ames, Silverton, chairman of the board. Directors elected were: Mr. Willis, Roscoe Ames, Albany; Mr. Travis, Mr. Bonn, Stanley Wyoell, Bremerton, Wash.; Frank Taylor, Reedsport, and Milton Hansberry, Seattle. P. R. Bue is manager and buyer.

There were 109 dealer-stockholders present, also 30 dealer guests. Exhibits were shown by 78 manufacturers from all parts of the country. In addition to talks by officers, Guy Bennett, Bennett Hardware Co., Vancouver, Wash., and Arthur Quackenbush, Eugene, Ore., spoke on current hardware problems.

The new officers are planning to augment the lines of stock carried and to develop a merchandising plan for dealers to use in building more store traffic and for the meeting of present-day retail competition.

S. CAL. ASSN. HOLDS SPRING AREA MEETINGS

In accordance with the established policy, a series of Spring Area Meetings is being held under the auspices of the Southern California Hardware Association. There are seven districts in the association, each with its own director. A meeting is held in a central point of all the districts, under the leadership of J. V. Guilfoyle, managing director. President R. H. Westbrook of Riverside will accompany Mr. Guilfoyle and F. C. Gross, field service aide. Newly elected area directors will be introduced to their respective memberships. Mr. Guilfoyle will talk on new store arrangements, new display and promotion ideas, all of which will be illustrated by stereopticon slides. The N.R.H.A. merchandising service will also be discussed in detail and Mr. Gross will treat the subject of store planning.

Meetings have already been held at Fullerton, Long Beach, and Reseda. Other meetings will be held at Ventura, March 12, 7:00 p. m.; San Bernardino, March 16, 7:00 p. m.; Los Angeles, L. A. Times Bldg., March 18, 7:30 p. m., and at San Diego, March 20, 7:00 p. m. All but the Los Angeles meeting will be dinner meetings.

DU-ALL MFG. CO. MOVES TO NEW PLANT

The Du-All Mfg. Co., Geneva, Ohio, manufacturer of dust mops, and brushes for industrial and home use, has recently moved into a new plant in that city. The firm last year purchased five acres of land and remodeled a building having approximately three times the floor space of its old quarters. The new plant is ultra-modern, the architecture being modernistic, with a fifty-foot sign on top of the building.

The building is completely insulated and heated with oil burners generating hot air by forced draft. It is air-conditioned and will be air-cooled in the summer. Tennis courts and ball diamonds will be constructed this spring, and showers, for the employees, have already been installed in the factory building. There is a 500-foot railroad siding on the property and the plant is on the main line of the New York Central Railroad.

GLOBE STOVE & RANGE ELECTS OFFICERS

Mark A. Brown has been elected president of the Globe Stove & Range Division of the Globe American Corp., Kokomo, Ind. Mr. Brown is an executive vice-president of the Harris Trust & Savings Bank of Chicago and previous to 1928 was general manager of the Globe Stove & Range Co.

Alden Chester was made vice-president and general manager. He has served as vice-president in charge of sales for a number of years and is responsible for the development of many additions to the company's line. A. Jannuzzo has been named plant manager. He was formerly General Superintendent of the Bucks Stove & Range Co., St. Louis, Mo.

FEARN, SALES MGR. FOR AMER. THERMOS BOTTLE

Irving K. Fearn has been appointed general sales manager of The American Thermos Bottle Co., Norwich, Conn. James W. Neil, who has been handling Thermos merchandising for a number of years, remains as vice-president.



IRVING K. FEARN

Mr. Fearn was previously general sales manager and assistant to the president of the Ray-O-Vac Co., Madison, Wis., in which positions he made a record accomplishment.

FINANCE PLAN FOR MONARCH SILVER KING

Monarch Silver King, Inc., 1240 North Homan Ave., Chicago, has announced a plan whereby the dealer can sell Silver King bicycles on a deferred payment basis and, it is stated, receive approximately 90 per cent of his total retail sale immediately. A well-known finance company, we are informed, is supporting the plan. Full particulars are available either from the firm or from distributors of Silver King bicycle.

SHANN TO DIRECT SALES FOR UNDERHILL, CLINCH

John Shann, well known and highly regarded throughout the hardware and house-furnishings trade in the New York metropolitan district has been appointed sales director of Underhill, Clinch & Co., one of the oldest wholesale hardware firms in New York City, now located in the Port Authority Commerce Bldg., 76 Ninth Avenue.



JOHN SHANN

Mr. Shann resigned from the Masback Hardware Co., New York City, with whom he had been associated for 18 years, after having started as an errand boy and advancing to the positions of manager and buyer. For 10 years, Mr. Shann was also vice-president and director of sales and purchases for Charles J. Smith & Co., Jersey City, N. J.

In announcing the appointment, Carlton B. Waller, president of the company, said that the services of Mr. Shann will greatly enhance the definite selling and merchandising program being prepared by the company for hardware merchants in the New York metropolitan area.

John J. Halpin, secretary of the company, will continue as director of purchases. In addition to the officers named, Henry Wick is vice-president and director of the firm, and is also vice-president of Steel & Tubes, Inc., Cleveland, Ohio, a subsidiary of the Republic Steel Co.

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THE TRADE

IT BECOMES PART OF THE COMMON KNOWLEDGE OF THE HARDWARE TRADE THROUGHOUT THE COUNTRY WHEN PUBLISHED IN HARDWARE AGE

REPORT THAT REPUBLIC STEEL IS ACQUIRING WICKWIRE SPENCER IS UNFOUNDED

We have learned on good authority that the rumor that the Republic Steel Corp. has acquired or intends to take over the Wickwire Spencer Steel Company is untrue. Published reports to the contrary, Republic did not purchase $3,000,000 worth of the notes of Wickwire Spencer, nor did it make any attempt to absorb, or to get in any position that would permit the control or influence of Wickwire Spencer policies.

It is true that for some years the reciprocal relations between both companies have been advantageous to both and that Republic may wish to continue them.

The basis of the rumors which have appeared in public print was the misunderstood testimony of a member of the security company which did purchase the $3,000,000 worth of notes.

ORGANIZE FIRM TO MANUFACTURE CUPRINOL

Cuprinol, Inc., 1190 Adams Street, Boston, Mass., has been organized to manufacture and introduce Cuprinol, a product that has been successfully used in Europe for some 20 years for the preservation of wood and fabrics. We are informed that the same interests are behind this company that originally organized and established Plastic Wood in the United States, and they are offering Cuprinol through regular hardware channels for general distribution.

Cuprinol is the invention of a Danish scientist. It has been produced for many years by A. S. Kymeia in Denmark and by Cuprinol Limited, a subsidiary of the Imperial Smelting Corp., in England. It is a liquid containing organic-metallic salts which penetrates the fibre of wood and fabrics, giving a protective coating which is insoluble in water and non-volatile.

OFFER $400 IN CASH PRIZES FOR PHOTOS OF BEST WINDOWS OF GRISWOLD COOKING UTENSILS

The Griswold Mfg. Co., Erie, Pa., manufacturer of cooking utensils and electric appliances, is offering $400 in cash prizes for snapshot photographs of the best spring window displays featuring Griswold cooking utensils. The contest begins March 15th and closes May 15th at midnight.

The $400 will be distributed as follows: first prize, $100; second, $50; third, $15; and the next forty-seven, $5 each. Every Griswold dealer who sends in a snapshot of his contest window and fulfills the rules of the contest, receives an attractive chromium-finished ash tray, which cannot be purchased and will be the exclusive gifts of those entering the contest.

When the entry coupon, requiring the name, store and address of entrant, has been received by The Griswold Co., as a further aid in winning, it will provide free display material consisting of four colored window posters and five window cards. No entry fee nor purchases are required. Each tying contestant will receive full amount of award. As many different windows as wanted may be submitted. Each window must include the four contest posters and at least two of the five contest display cards.

Windows submitted must be displayed in store at least 10 days (dates of display must be given). Each entrant must be submitted in form of photograph and as photographs will be judged on basis of display and not on photography, an ordinary snapshot will suffice. Photographs should be accompanied by a brief statement of 25 to 100 words about the sales success secured through the window. Pictures submitted become the property of The Griswold Mfg. Co. Name of store and address must accompany photograph and name of window trimmer is desired. Displays must feature Griswold products exclusively and be installed at dealer's expense.

The sole judges of the contest will be Charles J. Heale, editor of HARDWARE AGE, and Rivers Peterson, editor of *Hardware Retailer*. Their decisions will be final.

ORGANIZE FIRM TO WHOLESALE SPONGES

Harvey L. Johnson has organized a new company, Mair Spongkraft Products, 2918 West Grand River Avenue, Detroit, as wholesaler of sponges to be distributed through hardware and drug stores.

PITT BROTHERS NOW OWN STURDY PROD. MFG. CO.

The Sturdy Products Mfg. Co., 488 Selden Avenue, Detroit, is now owned jointly by Stanley A. Pitt and Carl J. Pitt. Elmer Henderson, formerly a partner in the company, has withdrawn. The company handles sundries for national distribution through hardware stores.

A CORRECTION

In a paragraph on page 102 of the Feb. 27 issue of this paper, in the report on the recent Detroit convention of the Michigan Retail Hardware Association, our correspondent erroneously attributed the remarks made by another speaker in an open forum discussion to Ray T. O'Brien of the Dealers' Service Department, The George Worthington Co., wholesale hardware, Cleveland, Ohio.

Information we have since received indicates that Mr. O'Brien did not mention lawn mowers or chain store rope; did not contend that chain store merchandise is commonly of inferior quality, lighter weight, etc., and did not state that catalogue material frequently fails to come up to specifications. In fairness to all concerned we are glad to rectify the error.

WALTER HIGGINS JOINS NATION MFG. CO.

Walter J. Higgins became associated with the National Mfg. Co., builders hardware manufacturer, Sterling, Ill., in the sales



W. J. HIGGINS

division, effective March 1. Mr. Higgins, for the past 18 years, has covered the central western states for the sales department of the Corbin Cabinet Lock Co.

DeHAVEN RAZOR CO. APPOINTS SALES MGR.

Francis H. Elms has been appointed sales manager of the DeHaven Razor Co., Swanton, Ohio, manufacturer of safety razors. Mr. Elms has had experience in sales work, representing several New York concerns in Boston and Philadelphia. At one time he was vice-president of the Magazine Repeating Razor Co., manufacturer of the Schick Razor, leaving that position in 1929 to become general manager of the Enders Razor Co., New York City. Previous to his experience in the merchandising of razors, he was manager of the vacuum bottle department of Landers, Frary & Clark, New Britain, Conn.

FORM WHOLESALE HDWE. SPECIALTIES FIRM

Modernistic Service Co., 510 Hofman Bldg., Detroit, has been formed by Benton L. Huesman and Joseph E. Winston. The company will act as manufacturers' agents and wholesalers of hardware specialties.

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CHICAGO ASSN. HEARS TALK ON TAXATION

The Chicago Retail Hardware Association at its Feb. 14 meeting, in the Merchandise Mart, Chicago, presided over by president Frank J. Horky, heard Joseph T. Meek, executive secretary, Mercantile Division of the Illinois Chamber of Commerce and of the Illinois Federation of Retail Associations, talk on "Present Day Taxation Affecting the Retailers." He stated that the retailer does not interest himself in political issues sufficiently to become acquainted with his Senators and Representatives, both State and National, and as a result he can not expect to receive from them any favorable legislation as long as he does not take an active part and do the things that his associations ask him to do.

Mr. Goodman of the Pittsburgh Plate Glass Co. addressed the meeting briefly and then showed a talking picture, "The Modernization of Main Street."

A committee investigating direct selling by wholesalers and manufacturers, on which there is a consolidated effort of all trade associations in Illinois, reported on its accomplishments thus far.

Guests at the meeting were: Charles Kaiser, secretary of the Meat Dealers Assn. of Chicago; James Poulaki, secretary of the Restauranteurs of Illinois; and Robert Drews, secretary of the Independent Retail Dry Goods Assn. of Chicago. Secretaries of the other retail associations in Chicago, who are members of the Council of Retail Trade Assns., of which J. C. Amis, secretary of the Chicago Retail Hardware Association is chairman, are making it a habit to attend each other's association meetings and in this way are lending support to the activities which retail trade association secretaries are endeavoring to sponsor.

MURRAY CO. TO HOLD ANNUAL SPRING OPENING

Murray Co., Honesdale, Pa., will hold its annual spring opening and party, April 1 to April 3. Music and entertainment will be provided and Saturday morning, April 4, will be Children's Day.

PAINT SALESMEN HONOR HORTON AT MEETING

The Feb. 15 meeting of the Paint Trade Salesmen's Club of New England at the Boston Chamber of Commerce was a testimonial to last year's president, Aubin J. Horton. President Arthur J. Gilmour presided. Several members of the club paid tribute to Mr. Horton and presented him with gifts on behalf of the club.



SIGMUND KASTOR

Sigmund Kastor, formerly a partner of Adolph Kastor & Bros., New York City, celebrated his 70th birthday, Feb. 22, at a luncheon given to his near relatives. Mr. Kastor was prominently identified with the hardware and cutlery trade from 1890 to 1913. He recalls with pleasure his business trips to many important cities and wishes his friends to know that he is enjoying good health.

PHILA. ASSN. DELEGATES ATTEND PASHA MEET

The Retail Hardware Association of Philadelphia was well represented at the Baltimore convention of the Pennsylvania and Atlantic Seaboard Hardware Association, Feb. 24 to 28. President George R. Park, Jr., of the Philadelphia unit, led the delegation, together with Past President Harry D. Kaiser; Second Vice-President Herbert Weber, Third Vice-President William F. Killian, Secretary William F. Brown and Treasurer Charles D. Huff.

Others in the delegations were: Frank P. Fifer, former president of PASHA; Bart Sloane, Myles F. McDonald, Norman Schempp, Mr. and Mrs. William C. Beener, George McPhillips, Lloyd H. Daub, V. E. Banks, Charles P. Gable, Mr. and Mrs. Leon Wachman, N. W. Supplee, A. Riemer, M. J. Goldberg, Joseph Brandschein, Mr. and Mrs. Howard E. Muth, Miss Ethel Bromley, of Pittsburgh; Mrs. Herbert Weber, Mrs. Harry D. Kaiser and Son, J. Finkelstein, W. S. Bauer, of H. B. Bauer & Co., William McDermott and William J. Devlin, of the C. B. Porter Co., Burgess E. Banks, of the Masback Hardware Co.; John Benson, of George D. Wetherill Co.; David Bourquin, of the Penn Patching Plaster Co.

THOS. B. HOWELL DIES OF HEART ATTACK

Thomas B. Howell, 57, a member of the retail hardware firm of Howell Bros., Richmond, Va., past president of the National



THOS. B. HOWELL

Retail Hardware Association, and secretary of the Virginia Retail Hardware Association, died from heart disease in Richmond on March 5th. He was stricken as he drove his automobile.

Mr. Howell was the organizer, in 1915, of the Virginia Assn.; served as the latter organization's first president, and had since served as its secretary.

He began his hardware career thirty years ago, when he and his brother George borrowed $10,000 to purchase C. W. Vaughan's hardware store in Richmond. From this modest beginning the business was developed until its inventory, at the time Mr. Howell was elected president of the N.R.H.A., had reached $80,000, and the store had 32 employees.

For many years, Mr. Howell was a regular and active participant in national conventions, and at the San Francisco convention in 1923 he was elected to the National Board. In 1930, at St. Louis, he was chosen vice-president, and at the 32nd annual congress at Cleveland in 1931, he was elected president of the N.R.H.A.

He had twice headed the Richmond Community Fund; served two terms as president of the Retail Merchants Assn.; and was a past president of the Kiwanis Club and of the Boy Scout Council. In addition, he had served as a director of the Y. M. C. A.; the Richmond Trust Co.; the Title Insurance Co., and the Southern Bank & Trust Co.

His widow, two sons, and his brother George survive.

NICHOLSON FILE CO. NAMES ASST. SALES MGR.

Nicholson File Co., Providence, R. I., has appointed H. F. Wright as assistant sales manager. Mr. Wright after completing his engineering education at Carnegie



H. F. WRIGHT

Institute of Technology and Columbia University became an original partner and later general manager of Wright Mfg. Co., and for many years was identified with the small tool industry.

PEOPLES HARDWARE ENLARGES STORE

In line with his program of enlarging and improving locations, Samuel Del Vecchio, general manager, Peoples Hardware Stores, has announced that store No. 10 will be moved from 813 H St., N. E., Washington, D. C., to 1723 Wilson Boulevard, Colonial Village, Clarendon, Va.

The new store will have 1500 sq. ft. of selling area more than the old and is part of a distinctive new style of retail store planning known as a "Park and Shop" center. This arrangement usually includes two large chain grocery stores, a drug store, bakery, laundry, beauty parlor, barber shop and hardware stores. The stores are built abutting each other and all fronting on a paved auto parking lot for 80 cars.

This move into Virginia on the part of the Peoples Hardware Stores, now operating 13 stores in Washington and nearby Maryland extends their operations into a third state.

LOUISVILLE ASSN. ELECTS OFFICERS

At the Feb. 17 meeting of the Louisville Retail Hardware Dealers' Association, the following were elected officers: Richard Smith, president; Roy Wessel, vice-president, and Joe Kirchdorfer, secretary-treasurer.

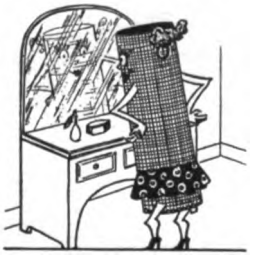
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THE coat of many colors worn by cocky young Joseph afforded no protection whatever to his poor body when he was beaten up and thrown into the pit by his roughneck brothers.



So with Wire Screen Cloth—

DRESSING up the four or five selvage wires in a Joseph's Coat gives no added protection to the other hundreds of wires in the body of the cloth.



HANOVER SUPER APEX guarantees double protection, not only to the selvage wires, but to every inch of every wire in the body of the cloth.



OLD Roughneck Brother Weather does not stop at landing lightly on the edges or selvages but keeps boring in with punches to the body and does not pull a punch. He has had it pretty soft in the past with many "push overs," but the double resistance put up by HANOVER SUPER APEX now has him hanging on the ropes.



SUPER APEX is a cloth of unlimited application. The elegance of its finish fits it for the ornate casements in the palace of the King, while its rugged construction makes it almost indispensable in the depths of the fever-laden tropics where adequate protection against insects means life and inadequate protection means death.





STEEL COPPER GOLDEN BRONZE SPECIAL ALLOYS ANTIQUE BRONZE ALUMINUM

HANOVER WIRE CLOTH COMPANY

Hanover **Pennsylvania**

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WOODWELL CO. PROMOTES ROY A. ZIPF AND MARK A. KELLY TO MANAGERSHIPS

Joseph Woodwell Co., wholesale firm of Pittsburgh, Pa., has appointed Roy A. Zipf as manager of the hardware and industrial division and Mark A. Kelly as manager of sales, hardware and industrial division.



ROY A. ZIPF

Mr. Zipf has been in the employ of the company since 1905. Previously he was employed by the Love Thompson Co., then distributors of carriage and wagon hardware. With the Woodwell Co., Mr. Zipf started in the builders hardware department, advancing until he was made head of the department. During this time he was able to gain experience in the industrial and



MARK A. KELLY

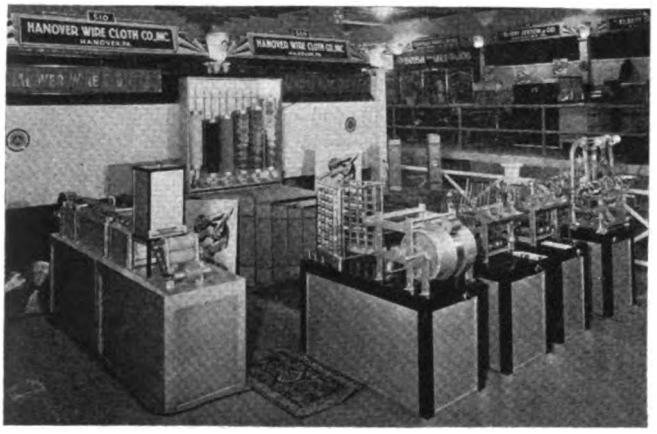
wholesale business through contact with the various retailer stores whom the firm serves.

Mr. Kelly, previous to his association with the Joseph Woodwell Co. in 1917, because of his knowledge of mechanical engineering sold shop tools, machinery and equipment. His first position with the company was as a retail salesman and then as an outside salesman, contacting the industrial trade until 1922 when he left the firm's employ. Returning in 1925, he assisted in sales promotion work with both the hardware and industrial trade, and during that period was able to fit himself for his new position.

CHAIN PRODUCTS CO. NOW IN ITS 50TH YEAR

The Chain Products Co., Cleveland, Ohio, manufacturer of welded and weldless chain and chain products, recently celebrated its golden anniversary with a birthday party in the banquet room of the administration building. All employees attended, including three who have been with the company from forty-five to fifty years. Dancing, games, speeches, etc., were enjoyed.

The company was started in 1886 by its founder, H. H. Hodell, as the Cleveland Galvanizing Works Co. and in 1922 changed its name to The Chain Products Co. It is today headed by the son of the founder, F. G. Hodell.



This interesting, educational display, showing every process in the manufacture of Hanover wire cloth, was exhibited at the P.A.S.H.A. convention and exhibit at Baltimore, Feb. 24 to 28, by the Hanover Wire Cloth Co., Hanover, Pa. It attracted a steady flow of exhibition visitors to the booth.

ELECT OFFICERS OF ST. LOUIS HOUSEWARES CLUB

Otto E. Heilman, a manufacturers' representative, was elected president of the St. Louis Housewares Club, at the annual meeting held at the Hotel York, Feb. 28, succeeding Vincent A. Zupan, buyer of housewares for Famous & Barr Co. The club celebrated its first anniversary.

Samuel F. L. Snyder, manager of the merchandise division, Union Electric Light & Power Co. was elected first vice-president, and Otto Tiemann, Tiemann Stove & Hardware Co., second vice-president. Harry Becker, manufacturers' agent, was reelected secretary and treasurer, and P. J. Cooney, Shapleigh Hardware Co., sergeant-at-arms.

The following were elected directors: W. C. McIlvaney, buyer of bath supplies, Famous & Barr Co.; John Steele, Glasco Electric Co.; Chester Lynn, Polar Enameling Co.; E. P. Magill, A. S. Boyle Co.; H. R. McCormick, Brown Supply Co., and Ed Donato, Procter & Gamble. Mr. Zupan, Clarence Amos, buyer of housewares for Scruggs, Vandervoort & Barney Dry Goods Co. and O. E. Werner, Aluminum Cooking Utensil Co., the retiring president and vice-presidents, respectively, were also made members of the board of directors by a change of the constitution and by-laws.

DICKINSON, SALES MGR. FOR AUTOMATIC WASHER

W. J. Dickinson, formerly of the American Ironing Machine Co., Chicago, has been appointed sales manager of the Automatic Washer Co., Newton, Iowa, manufacturer of household washing and ironing machines. He has been with the company since 1931

STANDARD RAZOR SENDS LEWIS TO CHICAGO

Thomas Brown Lewis has taken over the Chicago territory for Standard Safety Razor Corp., East Norwalk, Conn., effective Feb. 15. Mr. Lewis is well known in the cutlery trade, having received his early training with Gray and Dudley, Nashville, Tenn. He resigned as cutlery buyer for Butler Brothers, Chicago, to join Standard.

"CELLAR REBORN" ON EXHIBIT IN NEW YORK

The American Radiator Co., 40 W. 40th St., New York City, in conjunction with The New York School of Fine and Applied Art (Parsons) is presenting "The Cellar Reborn" on the roof, La Maison Française, Rockefeller Center, New York City. It is an exhibit, in miniature, of 36 hobby, play, rumpus, study, utility and sports rooms, characteristically styled.

SUPPLEE-BIDDLE ELECTS BOARD AND OFFICERS

At the annual meeting of the stockholders of Supplee - Biddle Hardware Co., at its offices, 511 Commerce St., Philadelphia, Pa., Feb. 24, the following were elected to the board of directors: W. Geo. Steltz; Martha McI. Biddle; Charles M. Biddle, Jr.; Alfred Klein; Marshall S. Morgan; J. Carl De La Cour, and Philip L. Corson.

The newly elected board of directors then elected the following as officers of the company: Wm. Geo. Steltz, president; Charles M. Biddle, Jr., vice-president; Alfred Klein, vice - president; Llewellyn A. Hoeflich, secretary-treasurer; Laurence S. Adams, controller; M. Z. Fagan, assistant secretary, and Harry C. Barnes, cashier.

RUSSELL ELECTRIC COMPANY EXPANDS

The Russell Electric Co., 340 W. Huron St., Chicago, manufacturer of controls, fans, and motors, is expanding its facilities by taking over additional space in the half million square foot, six-story manufacturing block which is owned by the officers of the company. A new, modern office and laboratory facilities are being installed in 6700 sq. ft. of space and a 8700 ft. section is being added to provide facilities for the assembly small controls and stoker timers. By May 1, 10,000 sq. ft. of space will provide additional cabinet plant facilities for the manufacturing of air conditioning cabinets and nite fans.

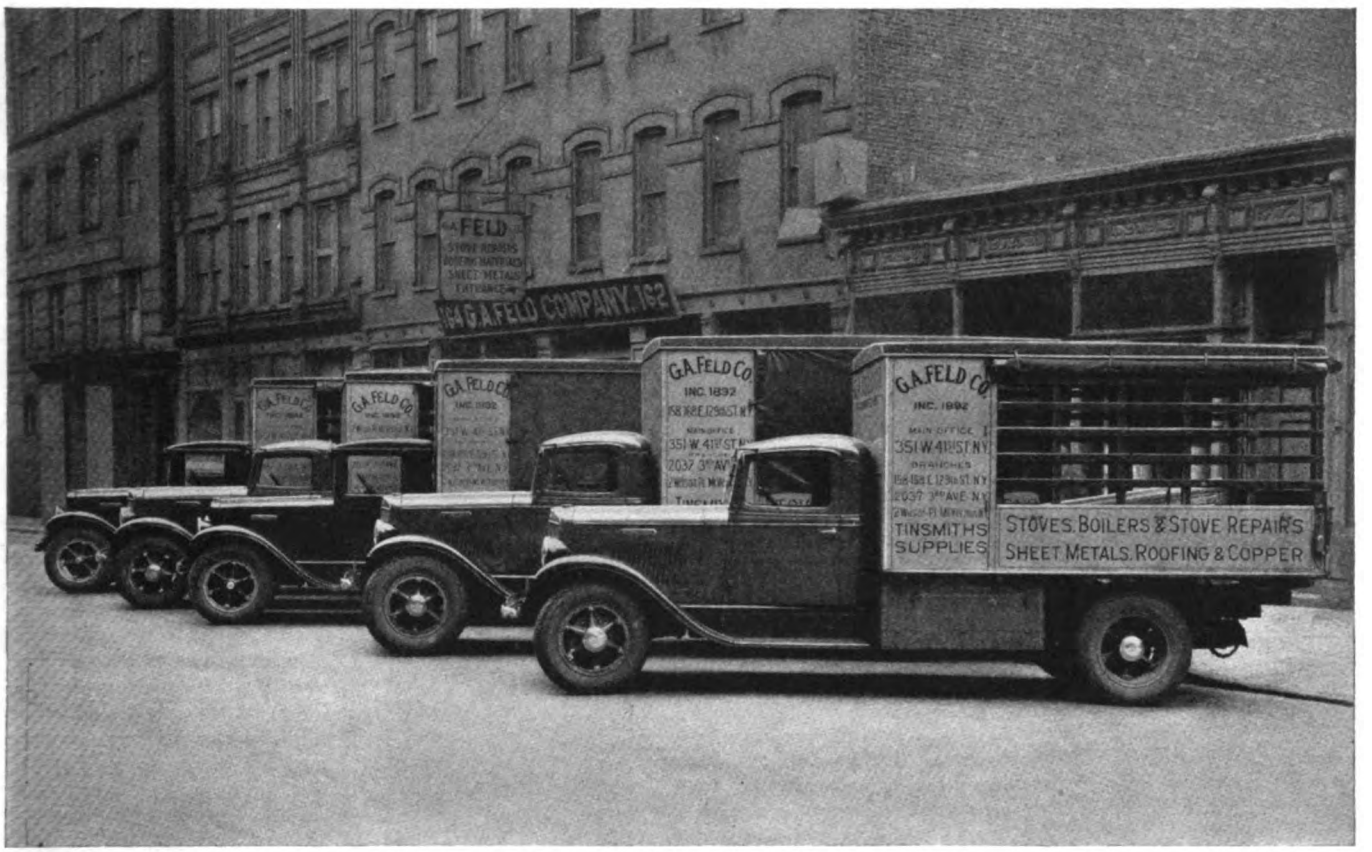
HARDWARE CONTRACTORS, INC., CHANGE NAME

On Jan. 17, the name Hardware Contractors, Inc., was changed to Builders Hardware & Supply Co., Inc. This organization is a wholesale firm of builders hardware specialists and is located at 515 S. W. Pine St., Portland, Ore. No change has been made in its ownership, management, or personnel.

It is stated that the Builders Hardware & Supply Co., Inc., has not now, nor has ever had, any connection with the original firm of the same name, nor the Builders Hardware Co., Inc., nor the Builders Hardware, Inc. As the corporate rights of the firms named were allowed to expire, the owners of the Hardware Contractors, Inc., deemed it advisable to change the name of the company as stated above.

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Your Search for the Right Truck Ends Here



G. A. Feld Co., New York City, is standardizing on International Trucks. Here is their fleet of five Internationals with special rack bodies.

IN the International line there's a truck for your job. Here, in one line of trucks, with 25 different models and a total of 70 wheelbase lengths, the needs of the manufacturer, wholesaler, and retailer are met completely.

Each year increasing numbers of truck operators realize that this complete line holds the best solution to their delivery problems. International new-truck registrations for the year 1935 over 1934 showed a gain *nearly three times as large* as that of the truck industry as a whole.

Truck operators recognize the extra value that International Harvester is able to build into every truck that bears the name. More than thirty years of perfecting *all-truck* construction means a great deal to every user.

Call on the nearest Company-owned branch, or an International dealer, and inspect the trucks designed to do your work. A demonstration will point the way to new profits in your business.

INTERNATIONAL HARVESTER COMPANY
606 So. Michigan Ave. *(Incorporated)* Chicago, Illinois

INTERNATIONAL TRUCKS

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NASSAU ASSN. TO HAVE ASSOCIATE MEMBERSHIPS

The recently formed Nassau County (New York) Retail Hardware Dealers Assn. adopted its constitution and by-laws at a meeting held at the Hempstead, L. I., Elks Club on the evening of March 4. The meeting was conducted by E. A. Talfor, Lynbrook, temporary president. Macdonald Witten, associate editor, *Hardware Age*, and a resident of Nassau County, was guest speaker.

Under the by-laws adopted, provision was made to admit hardware wholesalers and manufacturers as associate members, and the organization voted to extend an invitation to all Nassau County hardware merchants, as well as to all interested wholesalers and manufacturers, to attend the next meeting of the association, which will be held at the Hempstead Elks Club at 8:15 p. m. on Wednesday, March 18.

Regular meetings of the organization will be held on the first and third Wednesdays of each month. Permanent officers have not as yet been elected. In the interim, Harry Pearlstein, the B. B. Hardware Store, 1024 Broadway, Woodmere, L. I., is serving as secretary pro tem.

HORN CO. BUYS CONTROL OF JAMES & HAWKINS

On Feb. 19, control of James & Hawkins, Inc., operating a chain of thirteen hardware stores on Long Island, passed from the Bank of Manhattan to the A. C. Horn Co., paint manufacturers, Long Island City, N. Y. The James & Hawkins stores were incorporated many years ago. The original store, called "The Old Brush Hardware Store," was founded in Jamaica more than 100 years ago, and from this developed what later became the most important hardware chain on Long Island.

An official of the A. C. Horn Co. states that the investment by his company in the stock of James & Hawkins, Inc., represents a not unusual procedure in the financing of paint dealers, and that there is no intention upon the part of his company to enter the retail field. The acquisition of the stores as paint distributors and the safeguarding of the credit situation are the factors said to have motivated the A. C. Horn Co. in the investment.

The chain will be managed by William J. Timberman, Jr., the new president and former general manager, and it is contemplated that all of the former personnel will be retained. With the financial condition of the stores now assured it is expected that James & Hawkins, Inc., will resume their formerly excellent position in the field. Large real estate holdings, and the general decline in building during the depression, contributed toward the financial difficulties in which this chain of stores found itself.

ADDITIONAL CHANGES ANNOUNCED FOR HIBBARD, SPENCER, BARTLETT

In addition to the election of Frank B. Kaufman, general sales manager, to an added vice-presidency, and R. V. Trusdell as



E. W. WHITEHOUSE

secretary of Hibbard, Spencer, Bartlett & Co., Chicago, announced in HARDWARE AGE for Feb. 27th, the following changes have been made in that organization: W. J. Claussen, formerly vice-president and secretary, was elected vice-president and treasurer. The following officers were re-elected: Frank Hibbard, chairman; C. J. Whipple, president; Pritchard Stewart, H. B. Lyford, F. G. Russell, and Frank H. Warren, vice-presidents; H. L. Collard, asst. secretary; and T. F. Troxell, asst. treasurer. Other directors were reelected.

F. D. Hoag resigned as director and treasurer, due to ill health, after more than 54 years of service with the company. Everett W. Whitehouse, for many years buyer and manager of the firearms and ammunition division, was elected a director.

Mr. Whitehouse entered the employ of the company in 1910 as a sporting goods claim adjuster and, after a brief period, was made assistant to the manager of the sporting goods department. He had previously considered a newspaper career and for a time was a staff reporter on a Chicago paper, but he decided that he would prefer the sporting goods business.

He was trained as a specialty salesman, making annual trips to the larger cities with six or seven trunks of sporting goods samples. In January, 1920, he was appointed buyer of toys, bicycles and phonographs, but in June of the same year he was transferred to become buyer and manager of the firearms and ammunition division, which position he has since held.

These additional changes were omitted from our announcement Feb. 27th.

HARDWARE BOOSTERS CONSIDER FORMATION OF A SALESMAN'S PROTECTIVE BUREAU

At the Feb. 29 meeting of The Hardware Boosters at the Hardware Club, 253 Broadway, New York City, A. M. Glueck, manufacturer's representative of 220 Fifth Ave., and a member of the Boosters, spoke about the wrongs manufacturer's agents have worked upon them by some manufacturers. His points were so well made that considerable discussion followed on the need for some protective agency which would aid members to secure desirable accounts and enable them to avoid accounts proven undesirable.

President E. M. Phelan, Sharon Hdwe. Mfg. Co., appointed a committee composed of Mr. Glueck, as chairman, and E. R. Sandiford of HARDWARE AGE, to study the feasibility of establishing such a bureau and to outline the services it might render.

L. M. Edwards, Booster member and also president of the Hardware Square Club of New York, entertained the assemblage with a choice collection of well-told stories.

H. H. Groshong, a Booster for many years but now retired from active business, was elected an honorary life member and duly presented with an engrossed and framed certificate by Past President Seymour Sears, vice-president of the Tucker Co.

The entertainment committee reported that the annual banquet this year would consist of a beefsteak dinner and entertainment at the Hotel Edison, New York, April 16.

STAUFF TO REPRESENT PEXTO ON WEST COAST

L. P. Stauff has been appointed Pacific Coast sales representative for The Peck, Stow & Wilcox Co., Southington, Conn. He



L. P. STAUFF

will make his headquarters in San Francisco, Cal., and will cover the entire West Coast area and the states of Montana and Idaho.

Mr. Stauff has been connected with The Peck, Stow & Wilcox Co. for the past thirteen years, working out of that firm's New York City office. Prior to that he was with Smith & Hemenway Co., Irvington, N. J.

STEVENS TO BUY FOR BELCHER AND LOOMIS

George E. Stevens is now associated with Belcher and Loomis Harware Co., 122-130 West Exchange and 28 Mason Sts., Providence, R. I., wholesale distributors of hardware and allied lines and factory supplies, as buyer of house furnishing and seasonal lines.

Mr. Stevens until recently was with Wm. Goldenblum & Co., New York City wholesaler, where he was buyer of house furnishings and electrical goods. At one time he was connected with the chain store home office of Montgomery-Ward, as merchandise manager of the house furnishings department.

WILLIAM HIRTH JOINS JOHNSON & HILL CO.

William Hirth became associated with the Johnson & Hill Co., Wisconsin Rapids, Wis., effective Feb. 15, as manager of the hardware department for the company's three stores in the vicinity. Mr. Hirth previously served for two and a half years as field service man for the Illinois Retail Hardware Association.

MAHONING ASSN. HEARS TALK ON SALES TAXES

Mr. Mitchell of the Ohio State Sales Tax office discussed new Ohio sales tax laws before 30 members of The Mahoning Valley Hardware Group at its Feb. 12 meeting at the I.O.O.F. Temple, Youngstown, Ohio. A dinner given by the ladies connected with the I.O.O.F. Temple preceded the meeting. President Donald Evans presided.

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Distinctive-Demonstrable-Exclusive Features in EVERY Price Field!

In 1936, EASY dealers are offering the most *complete* line of washers and ironers the industry has ever seen. From $49.50* to $159.50* the 23 new EASY washer and ironer models offer ever-increasing desirability and salability.

Be sure to see the new EASY washing actions—the new EASY wringers—and many other new features whose superiority you can *show* and *prove*, not just "talk about." You find the answer to every competitive sales problem—you cover the whole field, with this one line now ready for your consideration.

And profits? Of course!

Dealer profit, second only to the satisfaction of the EASY owner, is the *object* of all the "Demonstrable Differences" that EASY builds into every model. The result is that EASY dealers in 1935 not only sold more units than in any previous year—but, in addition, hundreds of EASY dealers rolled up average unit sales records 35% to 60% higher than the average of the industry.

Investigate the EASY Proposition Write for this Free Book

Maybe the EASY franchise is open in your territory. If so—it's a real profit opportunity for you. EASY dealers are making money. *1935 sales eclipsed all past records* . . . and 1936 is way ahead of 1935! Find out about this line now and the EASY dealer proposition. Whoever gets the EASY franchise in your territory is going to make money on it—that's as sure as anything can be. Write or wire today for the complete proposition. Easy Washing Machine Corporation, Syracuse, New York.



***(Slightly higher in western states)**



2 of the six EASY "Specialty" models they increase sales dollars because they are full of exclusive features that save time, labor, money, clothes!



Model 61 Ironer

Beauty that makes its own sales talk. Folding table top. Double thermostatic heat control. Pilot light. Heat switch. Motor switch. Rust- and scratch-resisting shoe surface. Knee and fingertip control. Over-feed roll. Visible ironing surface. Instant roll stop lever. Quick shoe release. Full floating shoe. Double extension shelves. 26-inch roll, 2500 square inches per minute. 150 pounds' adjustable pressure. Cuts ironing time to 1/2-1/3 the time consumed by hand methods.

Easy Model 1B

Striking new beauty—modern lines—no "gimcrack" ornaments—smart as a Paris gown. Patented Spiralator washing action *saves* 1/3 washing time; *saves* ½ to 2/3 washing wear; *saves* 1/3 soap and hot water; eliminates tangling. Massive new wringer of exclusive EASY design with *Six demonstrable extra value* features. Safety switch protects motor and fuses. Cord holder protects electric cord when not in use. *Quiet running*, due to **perfection of gear fitting. Lifetime performance. Easy servicing.**

"The Money Line of '36"

EASY WASHERS & IRONERS

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Ever-Ready

SET-IN-RUBBER SHAVING BRUSHES

43% PROFIT

The Greatest 50¢ Deal EVER CREATED



DEAL NO. 50R

Again Ever-Ready—the world's largest shaving brush manufacturer—presents a value and profit scoop!

We've taken a 75c brush knot, made of extra-fine, imported white bristle, set it in a graceful all-celluloid handle and *you* retail it for a half-dollar—making 43% profit.

Five have white bristle knots with badger-like blended casing. Two have knots of the same type of white bristle demanded by master barbers in their barber brushes. Total of 7 brushes—1 FREE with 6—packed in a dust-proof, sanitary counter vending display which shows the brushes and rings up quick sales!

Retail Value	$3.50
Your Cost	2.00
Your Profit	$1.50
	43% Profit

Order from Your Wholesaler Today!

IN EACH DEAL...

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DEAL NO. 100S

There's an Ever-Ready dollar brush to meet every demand.

If a customer likes the beautiful mottled color of hand-finished catalin in a stubby handle, he has 3 to choose from. These handles are the most attractive obtainable. And each of these three has an extra-large badger-like blended bristle knot.

If he prefers the slender, graceful, all-celluloid handle you show him 4 in this assortment. The knots have badger-like bristle centers surrounded by a casing in which there is a *generous* amount of soft *pure badger*.

Total of 7 brushes (1 FREE with 6) packed in counter-vending display case.

Retail Value	$7.00
Your Cost	4.00
Your Profit	**$3.00**
	43% Profit

Order from Your Wholesaler Today!



DEAL NO. 75JN

There is so much more value in these 75c numbers that ordinary brushes can't compete with them. You buy 6 and get 1 FREE—netting a full 43% profit.

The knots of badger-like blended bristle are gracefully domed and set in a base of flint-hard rubber—bristles *can't* come out.

The slender all-celluloid handles come in a variety of colors and color combinations—any one of which will please your most particular customer.

The counter-vending display in which they are packed, has a cellophane slide which protects the brushes, yet shows them off to their best advantage.

Retail Value	$5.25
Your Cost	3.00
Your Profit	**$2.25**
	43% Profit

Order from Your Wholesaler Today!





DEAL NO. 35H

At last you can display a 35c brush! Ever-Ready gives you 7 thirty-five cent brushes (1 FREE with 6) packed on a counter-vending display card as illustrated.

Each brush has a beautifully lacquered handle (various colors in each assortment) with a good-sized knot of white bristle surrounded by a badger-like blended casing. The knots (like those in *all* Ever-Ready Brushes) are set-in-rubber. The colors are attractive and the price is right to pick up many extra sales.

Retail Value	$2.45
Your Cost	1.40
Your Profit	**$1.05**
	43% Profit

Order from Your Wholesaler Today!

AMERICAN SAFETY RAZOR CORPORATION, BROOKLYN, N. Y.

1 BRUSH FREE WITH 6

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Virginia Dealers Anticipate Further Business Improvement



A. D. STARLING
Retiring President



THOMAS B. HOWELL
Secretary-Treasurer



JOHN W. YOWELL
New President

COMPETITION, legislation and merchandising were the chief topics discussed at the seventeenth annual convention of the Virginia Retail Hardware Association, held at the John Marshall Hotel, Richmond, Va., on Feb. 25 and 26. At the opening session Tuesday morning, the convention was called to order by president A. D. Starling, Danville. Invocation was offered by Rev. E. C. Pedrick, and was followed by group singing. President Starling in his address, said in part:

"The hardware dealers of America enjoyed an average increase of 15 per cent in their business in 1935. Most of this increase is due to the increased purchasing power of our farmers, thus enabling the small town merchant to show marked increases in sales, and possibly an increase in net profit. For this I know we are all grateful. Such increases have not shown so marked an upturn in our large cities, but with prospects for building for the new year, I feel that all sections of our state will enjoy and share in this continued prosperity during 1936." Other portions of President Starling's report dealt with legislative and association matters.

Secretary-treasurer Thomas B. Howell, Richmond, next presented his report, in which he reviewed the past year's activities and current financial standing of the association. One part of Secretary Howell's report focused attention on trade relations and urged that manufacturers and wholesalers "confine their sales to licensed and legitimate dealers, that they as far as possible favor us with the protection both in price and practice commensurate with the patronage we so willingly give them."

D. D. Eanes, managing secretary, Quality Service Stores, then spoke on "Causes of Today's Competition." Mr. Eanes told the dealers what was necessary to compete with conditions in his line and believed that it would be necessary for other lines to follow their policy. This policy was more of a group buying plan, which gave the smaller dealers prices whereby they could compete with chain and larger stores. He stated to do these things it was necessary for the dealer to do all his purchasing on a cash basis to be entitled to these prices.

Following a short singing period, the first speaker of the afternoon was J. W. Young, Richmond, executive secretary, Richmond Food Stores. Mr. Young explained just how it was done in his organization. They, too, doing their buying in a group way, training their sales force how to suggest other items to customer, being courteous and alert in speaking to customers when they come in, even though they may be busy at the time, and while they wait to call attention to something special they are offering for that day. He stressed the importance of the salesforce being on the job, and to make this a reality, he suggested that salespeople be given a set wage on a quota and, beyond that amount, paid a bonus.

Following this address, Secretary Howell reviewed the "N.R.H.A. Statement of Merchandising Policy." This was illustrated with slides.

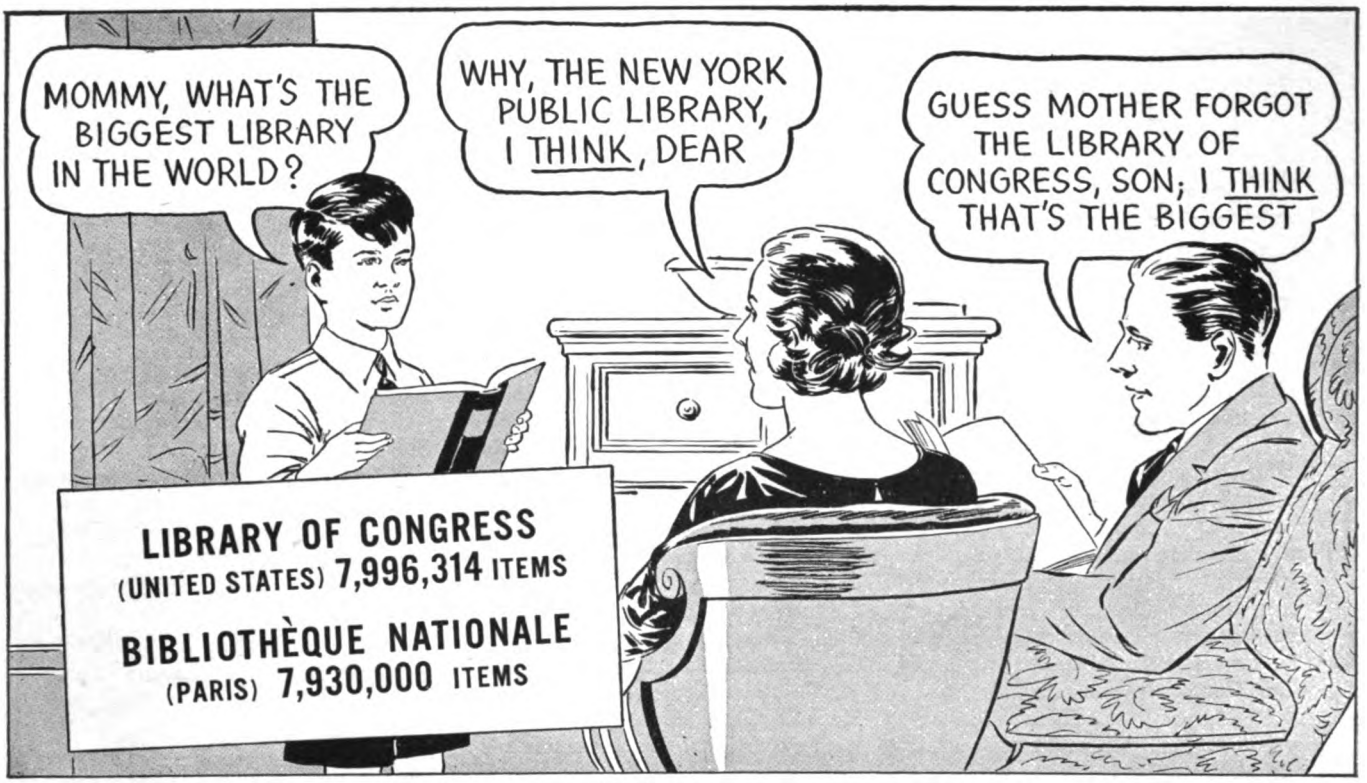
The next speaker was Rivers Peterson, editor, *Hardware Retailer*, who spoke on "A Study of Operating Costs." Charts were used to illustrate the points emphasized, and the thought that the hardware trade may be paying a real penalty for its failure to utilize advertising more effectively was stressed.

At the Wednesday morning session, the opening feature was an address by Horace P. Aikman, Cazenovia, N. Y., a member of the N.R.H.A. board of governors. In his address Mr. Aikman stressed the importance of closer affiliation between dealers; urged them to have more group meetings, and cited the importance of proper accounting systems. He also declared that hardware stores can render a real service in their communities by having intelligent salesmen with a thorough knowledge of the line, and he urged that new salesmen be trained to serve their employers properly, that they in turn may serve customers efficiently.

An address followed by C. J. Whipple, president of Hibbard, Spencer, Bartlett & Co., wholesale hardware, Chicago. With "Planned Merchandising" as his topic, Mr. Whipple said that the hardware merchant should put himself in a position to compete on both cheaper and quality merchandise, then competition would not be serious. He brought out the necessity of mod-

(Continued on page 98)

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But there's no doubt about the

Biggest Magazine

...the next biggest is only half as big!

EVERY week The American Weekly goes into more than 5,500,000 homes . . . *double* as many as any other magazine! That's the stupendous circulation support manufacturers who use The American Weekly give *you*. That it does a bang-up selling job is proved by the fact that it reaches from 1 out of 5 to 1 out of every 2 families that buy the every-day necessities and luxuries of life in the rich trading areas where 70% of all families live and where 80% of all retail sales are made!

It is this biggest buying demand for products advertised in The American Weekly that accelerates turnovers. Retailers can stock these advertised products knowing that this powerful circulation will produce the greatest sales volume.

What The American Weekly is

The American Weekly, the largest magazine in the world, is distributed through the 17 great Hearst Sunday Newspapers.

In each of 158 cities, it reaches one out of every two families
In 146 more cities, 40 to 50% of the families
In an additional 139 cities, 30 to 40%
In another 171 cities, 20 to 30%

. . . and it reaches an *additional* 1,982,000 families in thousands of other large and small communities.



MORE THAN 5,500,000 CIRCULATION — NEAREST COMPETITOR CIRCULATION

THE AMERICAN WEEKLY

Greatest Circulation in the World

"The National Magazine with Local Influence"

Main Office: 959 Eighth Avenue, New York City

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A 25% Sales Increase Keynote of Marshall-Wells Dealer Congress at Spokane

THE third annual congress for associated dealers was held by the Spokane, Wash., branch of the Marshall-Wells Co., Feb. 17 to 19, 1936, at the company's offices in that city. All sessions were in charge of the versatile A. L. Martinson, associate director of the firm's Portland, Ore., house. Manager J. T. Elson welcomed the 150 dealers, manufacturers and guests and presented Seth Marshall, president of the company, who delivered the keynote address, "Planning for a 25 Per Cent Sales Increase in 1936." Mr. Marshall traced the development of the cooperative associated dealer program, explained the importance of close harmony between dealers and the house and stressed the need of following in all details the full program. Chairman Martinson briefly outlined the program and O. E. Stevens, manager of the Spokane associate department, explained the advertising and selling plans of 1936, stressing the importance of backing up the advertising and displays with proper assortments of merchandise and proper store service.

George Ayre, manager, King Oil Co., Philadelphia, discussed sales and profit opportunities in both packaged and bulk oils and demonstrated the proper ways to display oil and to handle oil prospects. W. H. Salyer, of the associate department, talked on modern store arrangement, stressing the grouping of related items together to facilitate second and third sales. Walter Clark, manager of paint sales, Western Paint & Varnish Co., Duluth, Minn., outlined the 1936 paint selling and advertising campaign, explaining stock control based on turnover, and discussed competitive factors faced by the paint department.

L. P. Stauff, Peck, Stow & Wilcox Co., Southington, Conn., gave a talk on selling competitively priced tools which he said were sorely needed in today's retailing picture. He compared values and prices and traced the history of tool sales competition faced by the hardware trade, which he said were fully answered by the Worth tool line.

Charles J. Heale, editor, HARDWARE AGE, New York City, discussed the importance of concentrated buying that dealers would be free to give more attention to selling, which he said was their major job. He cited figures showing that average hardware sales per store need substantial increases to enable the hardware trade to keep in the competitive picture.

Mr. Martinson outlined the firm's line of stoves and ranges and plans for merchandising this department. M. R. Twiss, vice-president, Zenith Machine Co., Duluth, Minn., gave a washing machine demonstration and explained new selling features in his line.

Mr. Marshall followed with a talk on selling major items and demonstrated proper methods of building up prospects into customers. P. W. Bialkowsky, Crosley Radio Corp., presented that company's line of radio and refrigeration and developed sales talks for dealers to use in their stores. G. L. Eden outlined the 1936 set-up on tires and auto accessories.

Mr. Clark gave a short talk on retail paint selling.

Ralph Carney, Coleman Lamp & Stove Co., Wichita, Kan., gave a selling talk and demonstration, using a quality automatic electric iron as his main example, showing how these save money for the customer by saving current and wear and tear on clothes.

Meals were served at the Hotels Spokane, Dessert and Davenport and the annual banquet at the last named hotel was addressed by Messrs. Marshall, Martinson and Elson. The smoker and stag party was held Tuesday night at the Dessert Hotel.

On Tuesday and Wednesday group meetings were held under the direction of A. Lambert, H. H. White, R. L. Northrup, H. E. Hall, G. L. Eden, J. Orr of Marshall-Wells Co. and Frank Dietz, Columbia Steel Co.

Garden Seed Sales

"The field for garden seed sales is a rich one, a field in which the hardware dealer has an opportunity to realize greatly increased profits."

This is the assertion of Harry H. Hobbs, vice-president of the Ferry-Morse Seed Company, of Detroit. Mr. Hobbs points out that the hardware dealer has in his garden seed display, or can readily order for the customer, packets of any flower or vegetable seeds a gardener may desire.

"The number of home gardeners," says Mr. Hobbs, "runs into many millions, and the total is steadily increasing, with women's clubs becoming more and more numerous. A word over the telephone to persons who may not be aware that their hardware store can be their headquarters for all flower and vegetable seeds will help sales.

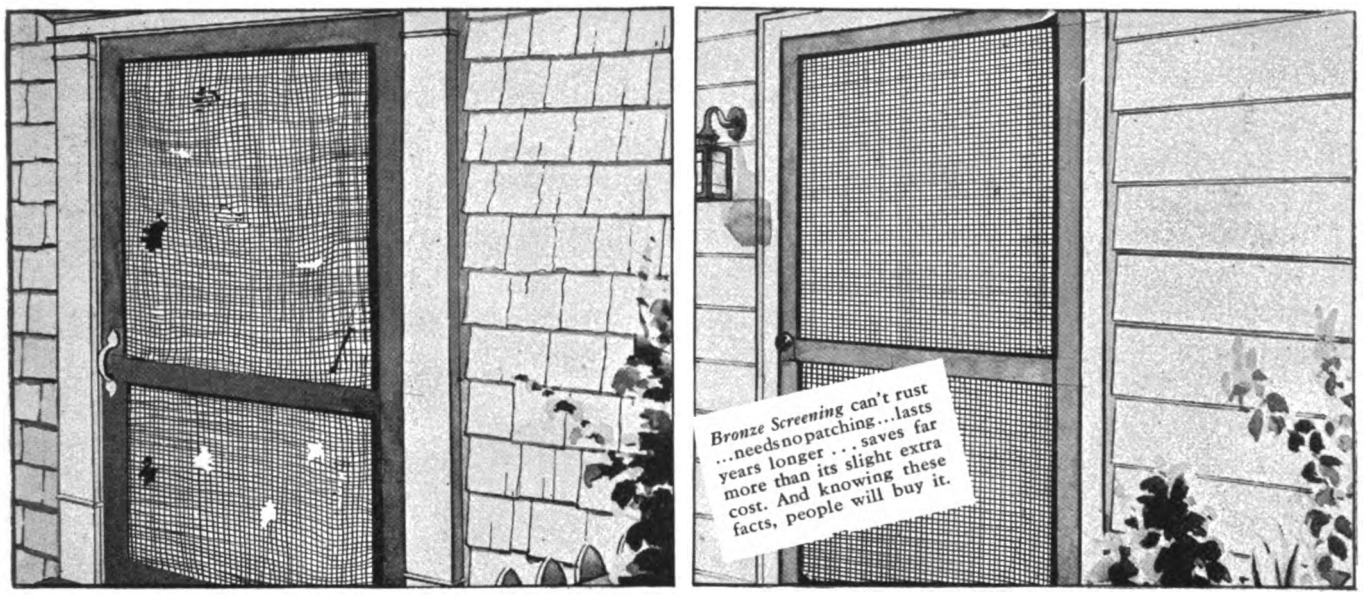
"To the person who customarily buys only vegetable seeds from the display trays, a mention of the many varieties of flower seeds available may prove helpful. The dealer should point out that he not only has all the more popular varieties in stock, but that he also can order from the seed house any rare or unusual varieties. This saves the customer the bother of ordering by mail and assures him delivery as quickly as though he ordered for himself. Seed displays are provided with comprehensive catalogs from which orders may be made.

"Profit per packet, for the dealer, increases in proportion to the total volume of packets sold, so the value of increased sales is apparent.

"As an aid to the hardware dealer, seed companies have dressed up and modernized their displays. They are not only neater and more practical, but their eye appeal is greater. Dealers can capitalize on these improvements. Customers who do not buy from local dealers' displays order from catalogs, send their money out of the city, and local business is the loser."

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Why you can sell more BRONZE SCREENING every year! *These pictures tell the story*



Every year more people become conscious of the better value and long-run economy of durable, *rustless* bronze screens. And again this spring . . . strong, consistent advertising of Anaconda Bronze Wire for screens, appearing in national magazines, will reach your customers *during the screen-buying season.*

This means a wider market for you. Get ready for it . . . and for increased profits from the sale of bronze screens. Be sure to carry an adequate stock of bronze screen cloth. To give your customers full value, be sure also that the cloth you stock is made of the standard gauge wire set by the U. S. Government, the A. S. T. M. and the Wire Screen Cloth Manufacturers' Institute. It measures .0113″ in diameter, and makes up into 16-mesh cloth which weighs not less than 15 lbs. per 100 sq. ft.

Why not order screening of Anaconda Bronze Wire from your wholesaler now? The American Brass Company does not make screen cloth, but furnishes bronze wire to leading screen cloth manufacturers.

THE AMERICAN BRASS COMPANY

General Offices: Waterbury, Connecticut

Offices and Agencies in Principal Cities

Screens of

ANACONDA
from mine to consumer

Anaconda Bronze

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The Outstanding



THESE NEW PROMOTION FEATURE WILL INCREASE YOUR BUSINESS O STEVENS BUCKHORN RIFLES

☆ Movie Tie-up

Frank Buck's new picture, "Fang and Claw," is stimulating increased interest in shooting. More than ever, men and boys will want one of the rifles endorsed by this internationally famous wild animal collector and sportsman. If the movie has not yet been shown in your community, write us for the date when it will appear. Frank Buck display material will be furnished you free. This offers an unusually effective promotion idea to popularize your store.

☆ Increased Advertising

In addition to outdoor magazines, farm papers will show the interesting Buckhorn features to a larger number of shooters than ever before.

☆ Display Card

Attractive new window card in color showing Frank Buck and a Buckhorn Rifle will attract patronage to your store. It will remind prospective customers, interested by our advertising, to buy their Buckhorn Rifles of you. Be sure to have one on display.

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Success of 1935

A BIGGER AND BETTER PROGRAM CUSTOMER PULLING POWER FOR YOU IN 1936

In 1935 many dealers found Stevens Buckhorn .22 Rifles the "best sellers" of the year. Here are the reasons: (1) Attractive new features; (2) Famous Stevens Accuracy; (3) Extensive advertising; (4) Handsome, well-made, serviceable, man's-size rifles at prices that are obviously outstanding values.

In 1936 all these sales-making features will be more effective than ever. People have more money to spend. Thousands of Buckhorn Rifles in the hands of owners are spreading desire among others to enjoy the Buckhorn Features. National advertising will reach *more* prospects. And *new* items, described on the following pages, will further stimulate and *add* business for you.

•

By all odds, 1936 will be a Stevens Buckhorn year. It will pay you to put *your* merchandising effort back of this business-building line.

STEVENS *Buckhorn* .22 Rifles



"THE RIFLES with the BLACK TIPS"

Outstanding features that are *demonstrating* their unequalled sales appeal:

(1) 9-in-One Peep Sights. 18 sighting combinations adapt the rifles to *all kinds* of game and target shooting and to the condition of each shooter's eyesight.

(2) Handsome Black Tips. A "custom-built" feature that immediately distinguishes these rifles from all other .22's.

(3) Broad Forend. Provides firm grip for steady holding.

(4) Handsome Rubber Butt-Plate.

(5) Large bolt, with extractor and ejector *built in*. Positive functioning.

(6) Full-size, well-shaped walnut finish stock.

(7) *Accurate* Barrel. This is the *fundamental* Stevens quality that means *genuine* satisfaction to every customer who buys a Stevens Buckhorn Rifle.

New Boy's Size, No. 52 STEVENS *Buckhorn* .22



This single shot rifle is smaller and lighter than the other numbers in the Buckhorn Line. The stock is oval with full pistol grip and Black Tip forearm. Its bolt action has safety firing pin and chromium plated bolt and trigger. Rear sight is open, sporting type, with windage and elevation adjustments. Front sight, gold bead. Weight about 4½ lbs.

STEVENS

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New STEVENS Items

TELESCOPE SIGHTS

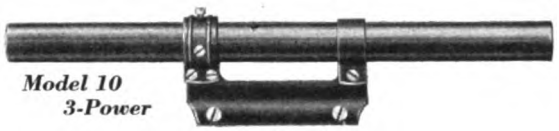
AT PRICES THAT SELL THEM IN VOLUME!

Heretofore telescope sights with features like those listed below brought from $25 to $50 at retail. When shooters see what you can *now* give them for as little as $4.75, *you'll sell 'scopes, and Stevens and Savage .22 Rifles mounted with 'scopes!* Much of this is *extra* business.



Model 20
4-Power

A fine combined hunting and target 'scope with exclusive *internal* micrometer half minute click adjustments for windage and elevation. Solid, all-steel mounts, strong, rigid, but light in weight. Quickly detachable. No cumbersome sight bases on barrel. Fine, cross-hair reticule. Exclusive micrometer focus at eye-piece. Best quality optical glass lenses perfectly corrected, with high illumination. A sensational value to retail at $8.00.



Model 10
3-Power

External adjustments for windage and elevation. Universal focus. Strong, serviceable, light in weight. Particularly adapted to low-priced .22 rifles for general use. Brings the 'scope sight within reach of all. To retail at $4.75.

•

Stevens .22 Rifles, Numbers 53, 56, 66 and Savage .22 Rifles, Models 3, 4 and 5 can be tapped at factory at very small extra charge for fitting above 'scopes.

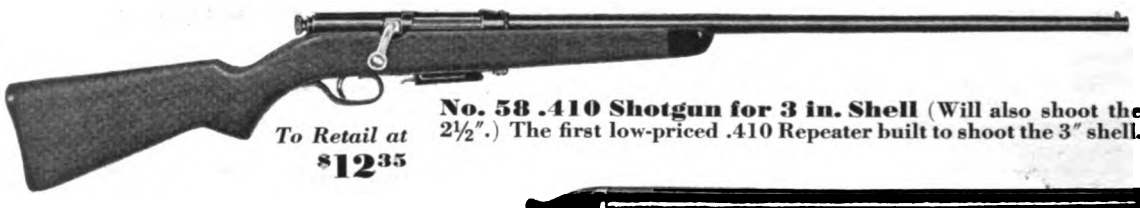


No. 53 T. Single Shot. Same specifications as No. 53 Open sights can be used when 'scope is mounted.

No. 56 T. 6-Shot Repeater. Same specification as No. 56.

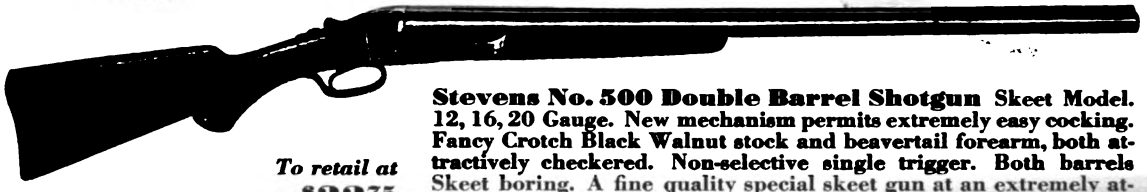
No. 66 T. Tubular Magazine Repeater. Same specifications as No. 66

These Steve... Buckhorn ... Rifles furni... ed tapped ... drilled for ... with 'scop... 10 and 20.



To Retail at
$12.35

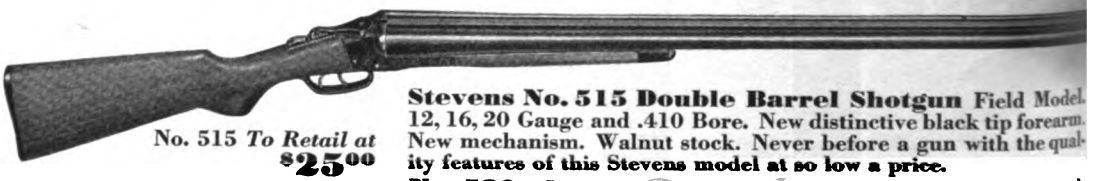
No. 58 .410 Shotgun for 3 in. Shell (Will also shoot the 2½".) The first low-priced .410 Repeater built to shoot the 3" shell.



To retail at
$33.75

Stevens No. 500 Double Barrel Shotgun Skeet Model. 12, 16, 20 Gauge. New mechanism permits extremely easy cocking. Fancy Crotch Black Walnut stock and beavertail forearm, both attractively checkered. Non-selective single trigger. Both barrels Skeet boring. A fine quality special skeet gun at an extremely attractive price.

Ask your jobber to show you these outstanding values in sporting arms



No. 515 *To Retail at*
$25.00

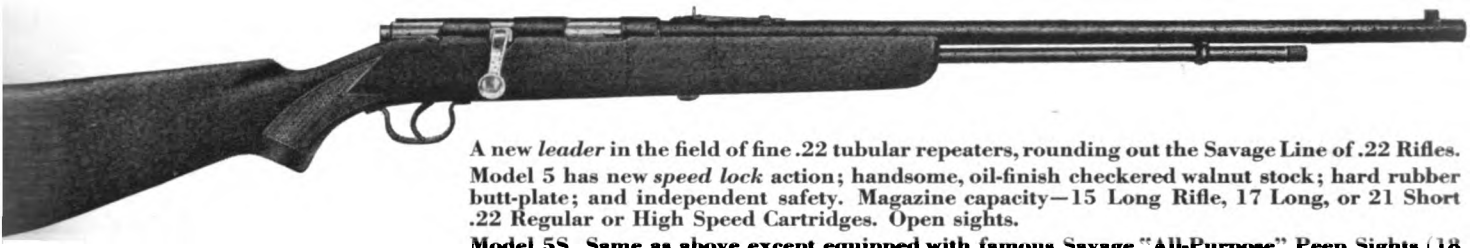
No. 530 *To Retail at*
$29.75

Stevens No. 515 Double Barrel Shotgun Field Model. 12, 16, 20 Gauge and .410 Bore. New distinctive black tip forearm. New mechanism. Walnut stock. Never before a gun with the quality features of this Stevens model at so low a price.

No. 530—Same as above with addition of Jostam Anti-Flinch Recoil Pad, Lyman Ivory Sights and checkering on stock and forearm.

New SAVAGE Models

MODEL 5 TUBULAR MAGAZINE .22 REPEATER

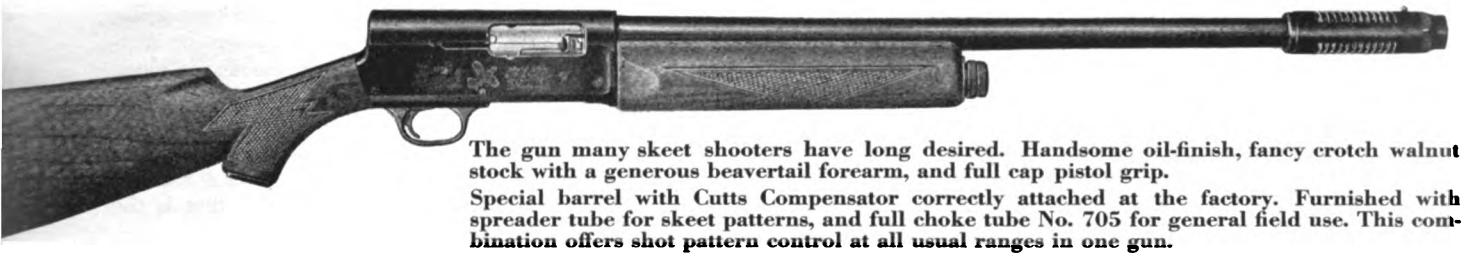


A new *leader* in the field of fine .22 tubular repeaters, rounding out the Savage Line of .22 Rifles.

Model 5 has new *speed lock* action; handsome, oil-finish checkered walnut stock; hard rubber butt-plate; and independent safety. Magazine capacity—15 Long Rifle, 17 Long, or 21 Short .22 Regular or High Speed Cartridges. Open sights.

Model 5S. Same as above except equipped with famous Savage "All-Purpose" Peep Sights (18 combinations).

MODEL 740 AUTOMATIC SHOTGUN SKEET MODEL
With Cutts Compensator, 12 Gauge, 3-Shot



The gun many skeet shooters have long desired. Handsome oil-finish, fancy crotch walnut stock with a generous beavertail forearm, and full cap pistol grip.

Special barrel with Cutts Compensator correctly attached at the factory. Furnished with spreader tube for skeet patterns, and full choke tube No. 705 for general field use. This combination offers shot pattern control at all usual ranges in one gun.

The gun and compensator are priced at a considerable saving over the special individual fitting of compensator to barrel, heretofore necessary.

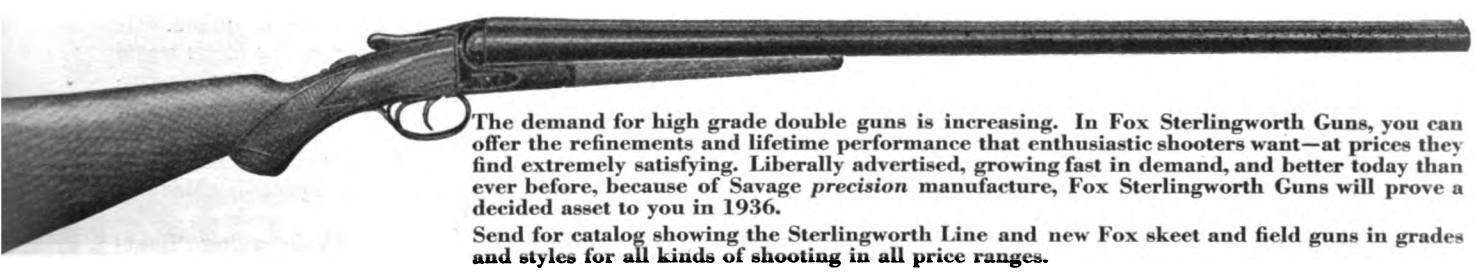
Model 720C 12 Gange, 5-shot, with plng to reduce to 3-shot. Standard stock and forearm. Fitted with Cutts Compensator. Two choke control tubes.

Model 726C 12 Gauge, 3-shot. Standard stock and forearm. Fitted with Cutts Compensator. Two choke control tubes.

SAVAGE ARMS CORPORATION • UTICA, N.Y.

1936 FOX Sterlingworth DOUBLE BARREL SHOTGUNS

WITH MICRO-GAUGED BARRELS



The demand for high grade double guns is increasing. In Fox Sterlingworth Guns, you can offer the refinements and lifetime performance that enthusiastic shooters want—at prices they find extremely satisfying. Liberally advertised, growing fast in demand, and better today than ever before, because of Savage *precision* manufacture, Fox Sterlingworth Guns will prove a decided asset to you in 1936.

Send for catalog showing the Sterlingworth Line and new Fox skeet and field guns in grades and styles for all kinds of shooting in all price ranges.

Fox Sterlingworth Field Model 12, 16, 20 Gauge.
Fox Sterlingworth Skeet and Upland Game Model 12, 16, 20 Gauge

FOX GUN DIVISION • SAVAGE ARMS CORPORATION • UTICA, N.Y.

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Montana Hardware "Round-Up" Makes Progress in Utility Situation



R. M. O'HEARN
Secretary



CHAS. W. NELSON
New President



CHAS. S. EDER
Retiring President

THE Montana Implement and Hardware Association held its twenty-eighth annual convention at the New Finlen Hotel, Butte, Mont., Feb. 13 to 15, 1936. The outstanding accomplishment, and a most worthy one, was a better cooperative status with the Montana Power Co., whose merchandising practices have been a source of trouble and lost sales to the hardware trade of the State. Through its vice-president, C. Ryan, this utility company announced a moderated set of selling terms, trade-in allowances and a plan for interest charges in installment selling, all of which could be met by hardware men. Also, there is the distinct hope that further cooperation may be arranged which will include flat rate installation and repair charges available to the dealers through the light and power firm, although no definite promise could be given on that point.

Charles W. Nelson, Froid, was elected president, succeeding Charles S. Eder, Hardin, who presided during the convention. Secretary R. M. O'Hearn, Bozeman, and Treasurer H. G. O'Rourke, Helena, were reelected. Wallace Ulmer, Miles City, is the new vice-president. Much credit for the success of the convention must be given to the committee headed by Ray Gill, sales manager, Montana Hardware Co., and Past President Walter J. Sewell, both of Butte, who did yeoman service in making everybody happy.

Mr. Gill presided at opening session, which included an address of welcome by Mayor Charles Hauswirth and by Willard S. Thompson, secretary, Butte Chamber of Commerce. President Eder responded and made his annual presidential address, which keynoted the convention and dealt with the progress of competition faced by the trade, saying in part:

Causes and Cures

"You have come to this convention with the full expectation of hearing the causes and cures of today's unfair competition discussed from every angle. This is the most important subject to the independent merchant at this time. You are vitally interested in this subject. You want to know the cause of it all and you want to know the cure for it, if there be any. Your future success depends upon it. You have accumulated a stock of merchandise and you have built up a business for yourself. This is your business. It is all your own. You have nursed it, cared for it, schemed and worried and kept it going through all the lean years and you have overcome all obstacles, and now the question is, are you going to be able to continue to hold this business that you have worked for so long? This question is foremost in your mind today."

He continued by recalling that convention speakers at previous meetings had urged cleaner, more modern stores with open display tables and better lines as the means to combat competition, and said that:

"Our stores are modernized and we are better merchants. We have done all the things in general and it was a fine thing for us to do. We should have done it a long time before and right here I want to give the chain stores credit for doing one really good thing for the merchant. They surely made us clean up the old place and some of our stores surely needed it. Now that we have done all of these necessary things, we have as yet not realized the desired results, and that is the profits."

Secretary R. M. O'Hearn made his annual report, briefly telling of aid and advice from the national implement and hardware associations with which the Montana group is affiliated. He favored consideration of proposed anti-chain store legislation and expressed, as a personal opinion, the idea that hardware associations should support the Patman investigation of unfair price advantages, rebates, etc., enjoyed by the chain stores. This was followed by a talk on the use of Diesel engines on farms given by Harry L. Penn, Caterpillar Tractor Co., Great Falls, Mont.

Friday morning, D. R. Waterman, sales manager, American Steel & Wire Co., St. Paul, Minn., talked on the "Idealism of Sales," declaring that selling was a real profession, of which all might be proud. He said the proper selling ideals would lead us toward a permanent recovery basis. His inspirational remarks were well received and appreciated, as Mr. Waterman has long been an active participant in Montana conventions.

Charles J. Heale, editor, HARD-

(*Continued on page* 100)

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1886 50 YEARS 1936

helping Dealers make More Profit

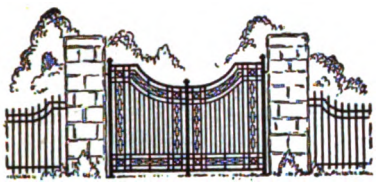


For more than 50 years the hardware trade has made extra profits with Stewart Products. Today there are even more outstanding profit opportunities. With Stewart quality and fifty years' reputation for fair dealing, and with Stewart comprehensive selling helps, you can add to your profits without any investment. Estates, industrial plants, cemeteries, clubs, schools, homes and institutions require the protection against invasion that Stewart Fencing alone can give. The market is limitless. Cash back your time in dividends on Fence Sales. Get all the facts. Write me today. Robert S. Stewart, Vice-President and Director of Sales.

NO INVESTMENT REQUIRED

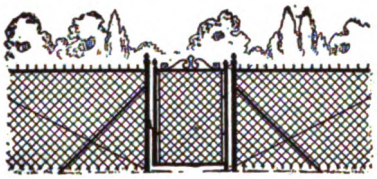
THERE IS A STEWART FENCE FOR EVERY FENCE NEED

ENTRANCE GATES



Stewart Iron Entrance Gates are characterized by that stability expected of a product whose firm has manufactured them for a half century. Design No. 52 shown.

WIRE FENCE AND GATES



Stewart Chain Link Wire Fence designs range from low lawn heights to high protective Fences with barbed wire overhang for industrial and other properties. Design OTM shown.

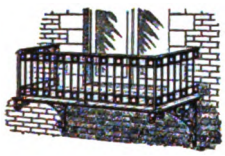
IRON PICKET FENCE AND GATES



Stewart manufactures the most complete line of Iron Fences—plain, simple designs in the lower price bracket or designs of notable elaborateness for properties of distinction. Design No. 111-S shown.

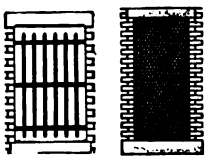
MORE STEWART PROFIT MAKERS

BALCONY RAILING



Porch, Balcony and Stair Railing in sizes and heights to meet every interior or exterior need.

WINDOW GUARDS



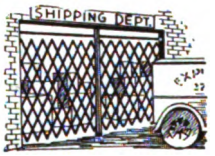
Stewart Window Guards of Iron or Wire are available in a number of styles and specifications.

FOLDING CHAIRS



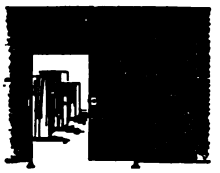
Stewart Metal Folding Chairs are supplied in eight colors and finishes. Durable, Comfortable, Safe, Quiet.

FOLDING GATES



Stewart Folding Gates are adapted to use in places where limited space is a factor.

WIRE PARTITIONS



For storage rooms, locker rooms, etc. Standard specification 1½" mesh No. 10 gauge W & M wire. Framework 1" x ⅛" channel.

ARCHES FOR GATEWAYS
PIPE RAILING
CELLAR DOORS
RUBBISH BASKETS
FLAG POLES
SETTEES ***(Iron and Wire)***
LAWN FURNITURE

Stewart FENCES

Don't delay. Send your name and address right now for catalog and the most interesting dealer proposition you ever read. Remember, you are not required to carry any stock. The time you devote to the sales of Stewart Products will make real money for you.



The STEWART IRON WORKS Co., Inc.
334 STEWART BLOCK CINCINNATI, OHIO

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Pasha Dealers Hear Patman Discuss Price Discrimination



W. GLENN PEARCE
Managing Director



H. W. SHEELER
New President



WALTER T. MASSEY
Retiring President

PASHA'S big convention got under way on Monday, Feb. 24, when the ballroom of the Lord Baltimore Hotel in Baltimore was filled to capacity to hear Hon. Wright Patman, Mayor Jackson and the Baltimore and Ohio Glee Club. The late Albert C. Ritchie, former Governor of Maryland, had been scheduled to speak at this opening session and a silent tribute was paid by those gathered there.

Mr. Patman, chairman of a special House committee investigating the lobbying activities of corporate chains and department stores, told his audience that secret rebates, special discounts and other pseudo-allowances have been granted to large concerns for various reasons, and if it were in his power he would make it unlawful for a manufacturer to be either in the wholesale or retail business. Such restriction, he said, would provide places for millions of men now unemployed.

On Tuesday morning at the Fifth Regiment Armory, President Massey characterized the exhibition as the largest hardware exhibition in the United States and expressed appreciation of the help of manufacturers and jobbers in making it a success. The organization began with 50 members 35 years ago and is increasing its membership today. Mr. Massey reviewed the work of the year and appealed for more organization support.

D. W. Northup, president, Henry G. Thompson & Son, New Haven, Conn., and H. M. Swain, executive vice-president, Irwin Auger Bit Co., Wilmington, Ohio, spoke in the interest of the American Institute of Fair Trade pointing out the advantages of the Institute's label and declared its determination to keep independent dealers in competition. Mr. Northup said that his hearers may not know which manufacturers were selling at preferential prices but they could easily know those who were not—those who use the Institute's label, which is in reality a contract. The dealers were asked to switch to those manufacturers who were known by the label, and to write their suppliers urging them to join the Institute.

Twenty-five Year Club

At the close of the Tuesday morning session, certificates were presented to the members of the Twenty-Five Year Club, a new organization for those members who have been in the Association for 25 years or more. This club met at the Lord Baltimore on Tuesday evening at dinner, marking its first meeting.

Rivers Peterson, editor, *Hardware Retailer*, compared the operating costs of the wholesaler-retailer method of distribution with those of chain and department stores, using charts to illustrate, at the Wednesday morning session. Among the items outstandingly higher in the independent system's costs were payrolls. Mr. Peterson showed that more efficient selling, more flexible payroll costs, concentration of purchases, cutting out unnecessary operations, reduction of credit losses and better use of employees' time in such work as outside selling, would do much to equalize the costs of distribution in the wholesaler-retailer set-up and place it on a better plane to compete. He referred to the address given by B. Christianson at the Minnesota convention (printed in full in HARDWARE AGE for Feb. 27).

Harry W. Walker, secretary, Independent Retail Grocers' Association, Baltimore, Md., told the dealers of the successful way in which his organization had overcome the competition of chain grocers and said that the strength of a large organization gets the attention of suppliers and compels even politicians to listen when it speaks. He told how the uniform style of store and appointments helped to build trade and explained that a large number of independent dealers in the voluntary chain gave them a buying advantage which enabled them to insist on the same prices accorded the chain grocers. Mr. Walker's address was well received and was conceded to be of great encouragement to the hardware dealer to follow the grocers' example.

L. H. Buisch, National Cash Register Co., speaking on "Merchandising to Meet Competition," told his hearers they must create a desire for values, learn to greet customers, learn their wants, show merchandise, give selling points, make suggestions and speed the service. He pointed out the opportunity and need for selling larger quantities, better quality, things used together, new merchandise, featured merchandise and criticised indifferent sales-

(*Continued on page* 102)

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Dependable • Economical • Ultra Modern
BEAUTIFULLY STYLED

The quarter century reputation for high standard workmanship of the Cleveland Welding Company, pioneers in fabricating welded, rolled and stamped metal products, is your assurance of Roadmaster Quality.

In addition to the sterling features of sturdiness and fine construction, the Roadmaster is definitely the last word in smartness and streamline design Ultra-modern in every detail. The construction of the Roadmaster frame is considered one of the strongest processes of welding ever developed. The frame tubing is one-inch in diameter high carbon steel, having flush joints throughout.

The smart and alert consumer demands the highest quality the finest workmanship the latest design. All these features can be found in Roadmaster bicycles. Here at last are prices that are right for volume and profit, plus a service that is at all times prompt and efficient.

The Cleveland Welding Company invites every dealer and wholesaler to increase their bicycle sales in 1936 with the Roadmaster line. A large variety of smartly designed models makes the consumers selection easy. Write for fully illustrated information.

BE MASTER OF THE ROAD....WITH A ROADMASTER

The CLEVELAND WELDING Co.

W. 117th and BEREA ROAD — CLEVELAND, OHIO

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125 Were Present For Billings Congress of Marshall-Wells Associated Dealers

THE Billings, Mont., branch of the Marshall-Wells Co., held its annual associated dealers' congress in that city, Feb. 10 to 12, 1936, with a total of 125 dealers, manufacturers and guests registered. Manager P. P. Sparling opened the Monday morning session, outlined the program and called on Warren Hartwell, in charge of associated activities at both Duluth and Billings. Mr. Hartwell explained 1936 advertising and selling plans, urged some form of retail clerk compensation based on sales and presented a new type of identifying road signs, store front signs and urged their use by all cooperating dealers. F. F. Duffy, Paraffine Companies, Inc., San Francisco, Calif., presented the 1936 line of felt base floor coverings to be distributed by the house and suggested display and selling ideas for the dealers.

Walter Clark, manager paint sales for Marshall-Wells Co., discussed the paint program, stressing the stock control, turnover features and the promotion to be given this line in 1936. Ralph Carney, Coleman Lamp & Stove Co., Wichita, Kan., followed with his dramatic presentation on selling, using a quality electric automatic iron as an example, for which he proved economies as well as efficiency as the basis for making sales. P. W. Bialkowsky, Crosley Radio Corp., explained the Crosley line of radio and refrigeration, pointing out improved features and other factors to help make sales.

Tuesday morning Seth Marshall, president, Marshall-Wells Co., sounded the keynote of the convention to "Increase sales at least 25 per cent during 1936." Mr. Marshall also reviewed the past year's progress under the associate plan. George Ayres, King Oil Co., gave a talk on selling both packaged and bulk lubricants and demonstrated the proper way to display oil and to handle sales. Mr. Sparling talked on tires and auto accessories, as did Walter Nugent of the Gillette Rubber Co. After lunch Mr. Marshall gave a demonstration in selling major items, followed by a washer demonstration by M. R. Twiss, Zenith Washer Co., Duluth, Minn.

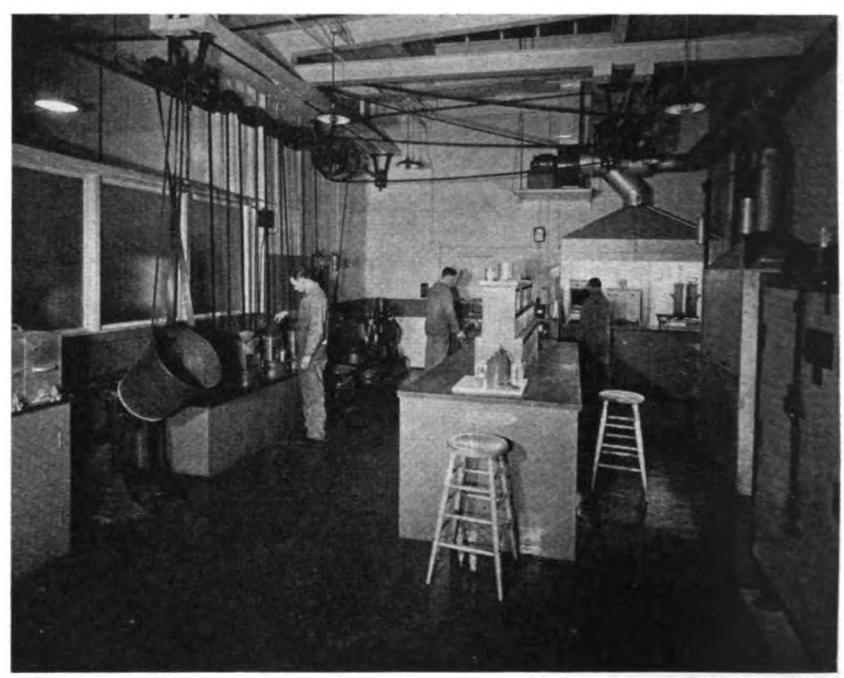
Stoves and ranges were covered by A. C. Corson and Mr. Duffy spoke again on floor coverings, this time on linoleum lines. This was followed by a house-furnishings demonstration handled by Mr. Hartwell.

Wednesday morning L. P. Stauff, Peck, Stow & Wilcox Co., Southington, Conn., traced the trend of tool sales in the hardware field, analyzed its current competitive features and told how his company developed the Worth line to meet this situation.

Charles J. Heale, editor, HARDWARE AGE, New York City, talked on the importance of concentrated buying as a means of reducing distribution costs, which he said, was the only permanent way to keep competitive. He urged that dealers become sellers and place the burden of the buying and warehousing on the shoulders of some wholesaler of their own selection. He stressed the need of an advertising program as part of the task of meeting competition and as a major means of attracting greater store traffic. He cited figures showing that hardware stores averaged relatively low individual sales volume, stating that this was further evidence of the need for becoming more sales-minded.

Elmer Tallmadge, Joliet, Mont., a retailer, cited his personal experiences in selling washing machines, saying that he never appreciated the opportunity this line presented until he learned of a canvass crew coming into his area and selling a large number. Mr. Corson followed with an outline of the cutlery, electrical and sports goods lines and their promotions during the current year.

Lunches and dinners were served at the Northern Hotel, where the closing banquet was held Wednesday night. Seth Marshall made the principal address on that occasion. using as a background or text, data from government census records which showed the hardware trade of Montana and Wyoming as getting far less than their share of the hardware business being done in these States.



The Boston Varnish Co., Boston, Mass., has installed a new laboratory with modern testing and experimental equipment. One department is devoted exclusively to testing and examining raw materials, another checks formulas through the plant. A sample is taken from every batch and analyzed to eliminate any error during the process. A sample of each batch is retained on file as a check against the completed batch after the material has left the plant. Another department is a research division where tests and experiments are constantly being made with raw materials and new formulas.

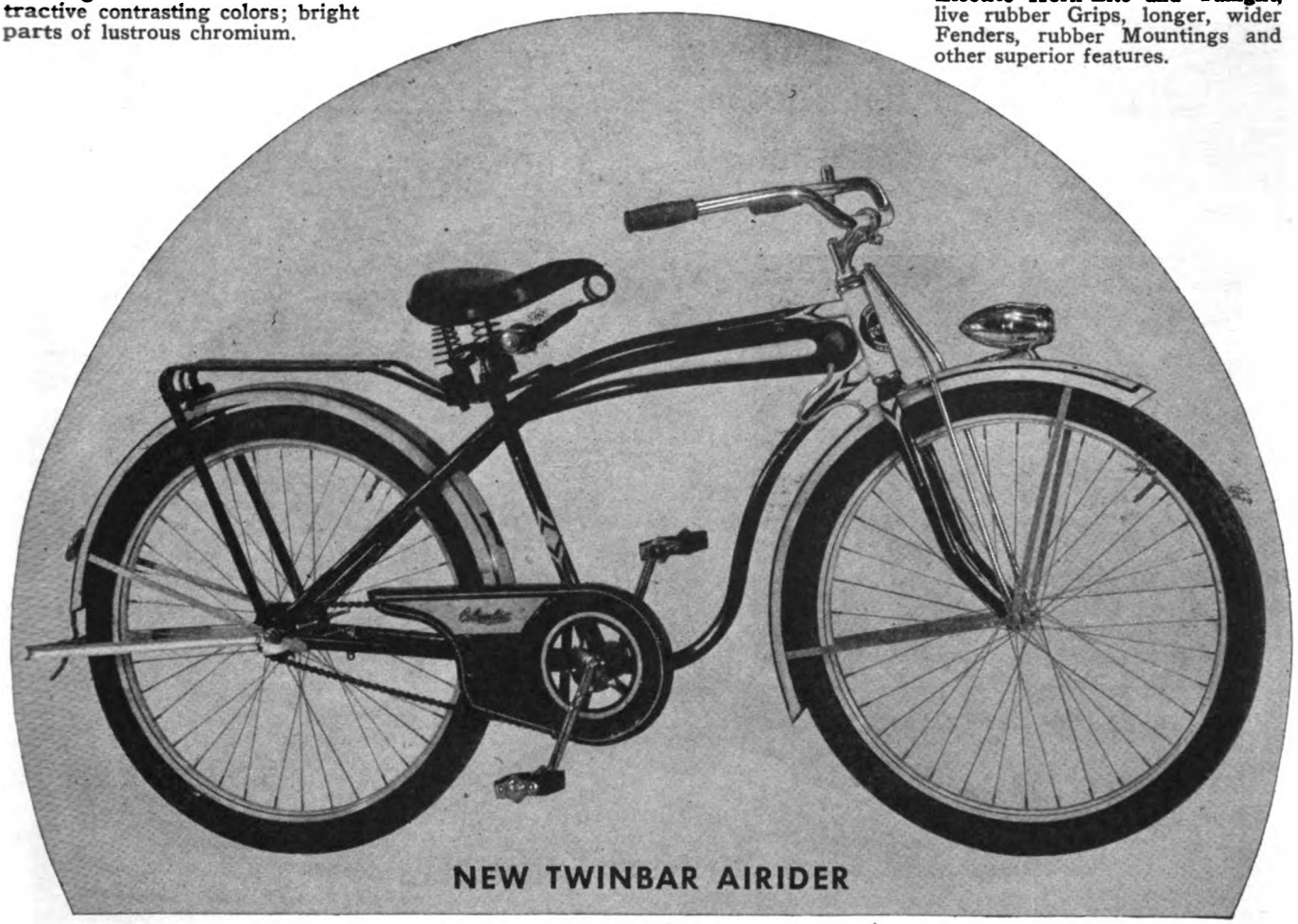
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BRILLIANT FINISH

Striking new combinations of attractive contrasting colors; bright parts of lustrous chromium.

EXTRA VALUES

Electric Horn-Lite and Tailight, live rubber Grips, longer, wider Fenders, rubber Mountings and other superior features.



NEW TWINBAR AIRIDER

WITH AN EYE TO PROFIT . . .

Send for facts regarding the 1936 Columbia Franchise. The Line is broader as to models — more brilliant in finish. New equipment features are added to traditional quality. The Franchise is more valuable than ever!

Columbia BICYCLES

THE WESTFIELD MANUFACTURING CO., WESTFIELD, MASS.

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Ohio Convention Urged Improvement In Jobber-Dealer Relations



PAUL B. SWEGER
Retiring President



JOHN B. CONKLIN
Secretary-Treasurer



HAROLD F. STOTZER
New President

MANY topics of vital importance to the hardware business were discussed at the forty-second annual convention of the Ohio Hardware Association, held at the Netherland Plaza Hotel, Cincinnati, Ohio, Feb. 18 to 21, inclusive. A resolution was adopted decrying the evils of certain forms of competition and urging improvement in relations betwen jobbers and dealers as an aid in meeting competition.

Harold F. Stotzer, Archbold, was elected president, succeeding Paul B. Sweger, Lima. J. W. Bonifield, Zanesville, was named vice-president, and John B. Conklin, Columbus, was reelected secretary - treasurer. The following were elected directors: M. M. Kerr, Athens; Edward Bartholomai, Lodi, and Wyatt Millikin, Columbus. Other directors are: P. C. Hawk, East Palestine; J. C. Blaser, Cleveland; Edward Aufdemkampe, Cincinnati; J. R. Williams, Columbus; Don W. Mitchell, Ashtabula, and L. P. Vallery, Waverly.

The unwillingness of independent hardware dealers to change from old sales methods is a greater enemy of the independent merchant than the competition of syndicate stores, Paul B. Sweger, retiring president, declared at the opening session which followed the president's luncheon. Advertising campaigns and better window displays will restore a great deal of the business that rightfully belongs to hardware dealers, he said. Newspaper advertising, window displays with goods plainly priced and week-end specials — not for profit, but for attracting the buying public into the store—are necessary to meet today's competition, in his opinion.

Attract Women Shoppers

"Women read advertisements and like to shop in bright, well-lighted stores," Mr. Sweger said. "Since women buy 80 per cent of the merchandise today we must fix our stores to attract them." Urging closer cooperation between jobber and dealer, Mr. Sweger said the jobber holds a vital position in the distribution of goods to retailers. To reduce the cost of distribution, he said, dealers must place more and larger orders with the jobber.

Merchandising and ways and means of developing "store traffic" were discussed by Harold W. Hirth, manager, merchandising division, National Retail Hardware Association, Indianapolis, in a talk on "Building Hardware Window Displays." The speaker advised that windows be decorated in the settings in which articles on display are used. He said people do not buy what they need, but what they want.

"Outside Selling by Hardware Stores," was the topic of an address by R. A. Chandler, Sylvania.

Certificates of award to members who have been in the association for 25 years or more were presented to more than a score of delegates by George M. Gray, Coshocton, who also read a detailed report on the condition of the Ohio Hardware Mutual Insurance Co. Mr. Gray is the only living member who attended the organization meeting of the association in 1894. This concluded the first day's program, which was divided into an afternoon and evening session.

In a talk on "A Study of Syndicate and Independent Operating Expenses," Herbert P. Sheets, managing director, N.R.H.A., Indianapolis, said hardware merchants are paying a real penalty for their failure to utilize advertising more effectively. "Higher selling costs in the form of wages," he declared, "may be a direct consequence. Slower turnover with resultant additional expense for insurance, taxes and interest may be another result."

Lack of concerted cooperation between jobber and dealer is due principally to lack of knowledge on the part of the independent as to just what each should do to carry out his part, Ray T. O'Brien, The George Worthington Co., wholesale hardware, Cleveland, told the convention. An educational program, which in all probability will be conducted by the jobbers in the near future, is expected to overcome this difficulty, he said. Present plans, he explained, call for scientific study to develop means to bridge the gap to bring about the necessary cooperation. "Through cooperation," he declared, "expensive and doubtful undertakings, though necessary ones, can be made inexpensive. Operations such as shopping competition, selecting and buying newspaper mat usage, banner and display sign printing can be made inexpensive items through cooperation. In conclusion Mr. O'Brien said that independent dealers of hardware are

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DEALERS OFF TO A BIG HEAD START FOR 1936!

HOTPOINT ELECTRIC REFRIGERATOR dealers are away to a head start this year. January—with unusually cold weather—was a big month. Sales were 209 per cent of the same month last year. February sales moved along at increased pace. Now watch March and the rest of the year! With a most comprehensive advertising campaign—and a complete line of 12 models—Hotpoint dealers are selling to families of all incomes. New deluxe models with distinctive styling and convenience features have quick sales appeal. Standard models at lower prices. Thrift-type Refrigerators for homes of low income. Easy time payment extension plan gives you good display for small investment. Write for complete franchise details. Hotpoint Refrigerator Division, Appliance and Merchandise Department, Section AH3, Nela Park, Cleveland, Ohio.

Hotpoint

MANUFACTURED BY GENERAL ELECTRIC

ELECTRIC REFRIGERATORS

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100% Usable

"All O.K. if they're Cross Sterilized Tacks."

We mean just that! No culls, no lopsided duds, no flat nosed halfbreeds, but good, honest, American *tacks*, the kind you can pick up blindfolded and drive true all day long.

Speeds up the job. Makes upholsterers, carpet layers, bill posters, and other tack users feel better to know that Cross Tacks are double-sterilized. Makes the bosses feel better to know that they can figure on the count and weight of each box of Cross Sterilized Tacks.

Speeds up sales to carry a brand that *repeats!*

In fact, a good time is had by all—when you sell Cross. We enjoy it, too!

Ask your jobber—or us—for samples. All standard styles and sizes.

UPHOLSTERERS • CARPET • CARPET LAYING • COPPER
WEBBING • GIMP • HIDE • LACE • WIRE CLOTH STAPLES
BILL POSTERS • DOUBLE POINTED • CLOUT NAILS



Sold in
these distinctive boxes
RED—BLACK—WHITE

all OK.. if they're

YOUR JOBBER HAS CROSS, OR CAN GET THEM FOR YOU

W.W. CROSS & CO. INC. EAST JAFFREY, N.H.

increasing in the United States and more than holding their own against chain competition.

F. C. Buddenbaum, treasurer and manager, Regal Stores, Inc., Indianapolis, outlined methods by which other trades have solved their competitive problems.

Dan W. Northrup, president, Henry G. Thompson & Sons Co., New Haven, Conn., discussed manufacturers' discounts, rebates and allowances at the closing session. Fayette R. Plumb, president, Fayette R. Plumb, Inc., Philadelphia, Pa., spoke on the "Manufacturers' Answer to the Trade Problems," and George V. Sheridan, executive director, Ohio Council of Retail Merchants, spoke on "Government and the Retail Hardware Business in Ohio." He discussed problems arising out of the sales tax.

The report of the Committee on Resolutions was presented by J. W. Bonifield and included a resolution thanking the Cincinnati Hardware Club of which Otto L. Burger is president for its hospitality to the convention. R. A. Chandler submitted the report of the Committee on Nominations.

The convention opened with the president's luncheon, which was followed with the annual banquet on the evening of Feb. 19. The ladies in attendance were taken on a tour of the new Terminal Station, attended a style show at the H. & S. Pogue Co. and a luncheon and musicale at the Sinton Hotel.

Virginia Report

(*Continued from page* 82)

ernizing stores, having clean displays with price cards and plenty of light. The hardware dealer is not advertising as much as he should with leaders to bring the women's trade in, he said, in advocating that the dealer advertise consistently. Concentrate business 100 per cent, in buying, selling and merchandising was also recommended.

As the next speaker, Joseph H. Plumb, Fayette R. Plumb, Inc., Philadelphia, Pa., had "The Manufacturer's Answer" for his subject. Mr. Plumb's answer was in an explanation as to why some chains obtained merchandise and the type of merchandise sold. The point stressed was the chains sold only one-quarter of the purchases of cheaper merchandise and three-quarters of the higher quality merchandise.

In an impromptu talk which followed, Luther R. Stein, vice-presi-

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dent, Belknap Hardware & Mfg. Co., Louisville, Ky., stressed the importance of having trained retail salesmen who can render better service to the customer and the store. He brought out how the better quality article could be sold over the cheaper one with a little salesmanship.

J. J. Wicker, Jr., counsel for the association, made an address on "Legislative Trends." In his talk he ran over a number of bills before the House and Senate, giving in his opinion those going through and those that were doubtful, particularly those bills affecting the retailer.

Officers elected were: John W. Yowell, president, Culpeper; W. L. Penick, vice-president, South Boston; Thos. B. Howell, sec'y-treasurer, Richmond; Robin A. Frayser, assistant sec'y, Richmond, and J. J. Wicker, Jr., chief counsel, Richmond.

Members of the executive committee are: E. L. Gee, Victoria; W. K. Smith, Clifton Forge; K. R. Saum, Edinburg; C. C. Boyce, Portsmouth; A. L. Lorraine, Richmond, and J. M. Reynolds, Norfolk.

Advisory board members are: A. D. Starling, Danville; B. F. Tillar, Emporia, and H. A. Pleasants, Richmond.

On Tuesday evening a banquet and entertainment was enjoyed and following the dinner a few brief talks were made by guests. Several radio stars participated in the entertainment program. The meeting place for next year was not definitely decided on.

Tip-Top Washer Assortment

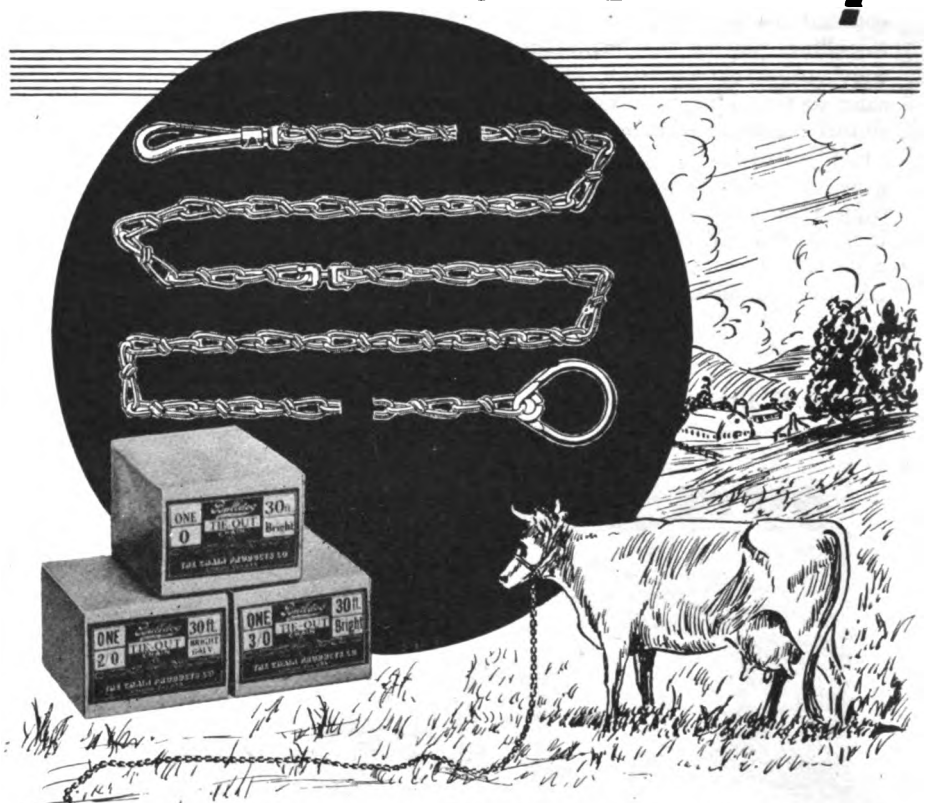
Complete dealer's assortment of Tip-Top 3-point compression faucet washers contains 2 dozen sets, ½ in. at 75c per dozen; 5 dozen sets each of ¼ and ⅜ in. washers at 75c per dozen. Dealer's cost is $9.00; retail value (including 3 sets free) is $14.70. *Pierpont Mfg. Co.*, 1740 E. 12th St., Cleveland, Ohio.

Streamline Strainers



"Ace" line. Has double rust-proof ferrules; wide rim; five-point suspension; "never-tip" construction; and V wire frame. Handles are green enameled with one ivory band. By special order, furnished in green, ivory, red or yellow with bands as ordered. *Hamblin & Russell Mfg. Co.*, Worcester, Mass.

Are You Cashing In On This Profitable Item?



This highly popular Bulldog pattern Tie Out Chain for tethering or staking out grazing animals is proving a real money-maker for many live wire dealers.

From end to end it's made right—Hodell makes every bit of it—the snaps, swivels, and rings are just as strong as the chain itself.

Each chain comes packed in a strong reshipable carton or in a heavy cotton bag.

This chain is just one of the many profitable Hodell Chains made for every purpose.

Write for catalog.

THE CHAIN PRODUCTS CO.
3934 Cooper Avenue
CLEVELAND, OHIO

Hodell
TIE OUT CHAINS
ALSO A COMPLETE LINE OF CHAIN AND CHAIN SPECIALTIES FOR FARM, HOME AND INDUSTRIAL USE

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Montana Convention

(*Continued from page 90*)

WARE AGE, New York City, talked on curing today's competition by reducing distribution costs, urging concentrated buying, more attention to selling, placing the buying and warehousing burden on the wholesaler and working with wholesalers so that jointly an effective campaign could be waged against continued price discrimination which handicapped the hardware trade. Following this talk, Mr. Heale answered many questions from the floor until adjournment time. After lunch Mr. Ryan of the Montana Power Co. spoke as outlined earlier in this report.

Harry G. Davis, Farm Equipment Institute, Chicago, talked on the improper placing of note maturity dates, saying that income periods and not the calendar should be the guide for arranging time payments owed by farmers. With this thought, W. A. Van Heuklon, Lindsay Bros. Co., Minneapolis, Minn., agreed, and to which he added a word of caution against too low down-payments and lack of sufficient credit data carefully compiled and studied by dealers in their relations with the farmers.

Fred Bennion, secretary, Montana Taxpayers' Association, said too many people took more from the government than they pay in, which was a direct cause or source for so many hidden or indirect taxes. Not paid in lump sums, nor identified as tax levies, such costs are found in all of today's purchases, he said. He urged hardware men to carefully watch tax developments both as business men and as citizens.

B. M. Hiatt, Irwin Auger Bit Co., Wilmington, Ohio, talked on price discrimination faced by the hardware trade and said The American Institute of Fair Competition had been formed as a means for providing audited sales policy data on manufacturers. Later the convention went on record as indorsing and approving the Institute.

L. M. Pierson, International Harvester Co., Billings, said Montana sales couldn't be all for cash, but that more careful credit arrangements were badly needed by dealers in the state. He, too, mentioned the improper maturity date schedules found on most farmer notes and urged those who sell to be credit and collection minded. L. Eliel, president, Associated Merchants of Montana, Dillon, Mont., spoke on the importance of organized trade groups both in industry and statewide general groups. He said this was particularly true when state legislation affecting retailing was being considered.

Jay Diamond, Federal agricultural statistician, Helena, summarized crop conditions in Montana, surveyed the outlook which he gave as encouraging and gave each member a copy of a report on the subject useful in planning hardware sales activities.

Senator Harry Gallwey was toastmaster at the annual banquet, which brought the convention to a close on Saturday night.



More *FLY*ded is sold than any other insect spray. There's a hard fact that means more than all the promises in the world. It means that *FLY*ded will bring *you* faster turnover and no carry-over. It means more sales and greater profits for you.

This year *FLY*ded will sell better than ever. It has been improved by a new odor—a clean, fresh odor, not a cloying perfume. *FLY*ded is being advertised this season to millions of consumers every month. Join the *FLY*ded profit parade! Order today from your regular jobber.

FlyDed

Made by MIDWAY CHEMICAL COMPANY, Chicago—also makers of *FLY*ded Insect Powder

THE WORLD'S LARGEST-SELLING INSECTICIDES

Carlton Percolator



No. 372—Pot and inset are all Enduro 18-8 Stainless Steel, except for Bakelite handle and glass knob. Modern design and beautiful lustre. Capacity is 2 quarts, diameter, 6¼ in.; height, 7¾ in. *The Carrollton Metal Products Co.*, Carrollton, Ohio.

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SLOANE-BLABON

Packaged Rugs



A "NATURAL" for Hardware Stores

No Installation Costs. Patterns are fresh and colorful. Easy to sell . . . Sizes from 4.6 x 9 to 9 x 15 . . . All you need is a representative selection of patterns and a small display space.

Rugs come packaged in cardboard tubes. When you make a sale, you ship rug to customer from Distributor's warehouse or your own storeroom — just as it comes to you from our mill.

Two types of rugs are available. Linoflor Rugs—"Genuine Inlaid," marbleized pattern rugs with custom-type borders; Felt-Base Rugs—High quality, low-priced. Send for color cards, prices and name of nearest Distributor. W. & J. Sloane, Selling Agents Division, 295 Fifth Ave., New York, N. Y.

1936 SILVER KING DeLuxe with 8 Exclusive Selling Features!

Now—additional *sensational features of appearance and strength that can't be duplicated except in another Silver King!*

1 A *full size* Horn-Light—a real blast-horn (button on bar) and a powerful headlight with side reflectors.
2 A built-in steering lock that locks wheel at any angle.
3 A new streamlined head that adds new smartness.
4 Beautiful new truss rods of aluminum alloy.
5 Smart new handle bar extension, now aluminum alloy.
6 Handle bars now of strong aluminum alloy.
7 A new tear-drop tail-light reflector.
8 New aluminum alloy luggage carrier. (Optional at extra cost.)

No wonder they sell faster! The handsomest, strongest bike on wheels is now even stronger, even more beautiful! Ride a winner! Write for catalog and full details.

MONARK SILVER KING, INC., 1242 N. HOMAN AVE., CHICAGO, ILL.

DeLuxe Model M1, illustrated, retails at $39.95 f.o.b. Chicago—also in brilliant new colors like no other bicycle, nick-proof, at slight extra cost. New low price models to retail at $28.95 f.o.b. Chicago

OUR FINANCE PLAN PERMITS YOU TO SELL ON EASY PAYMENTS. SEND FOR DETAILS!



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MR. RETAILER:—

Watch;

—for coming advertising in space carrying this border;

—announcing merchandise produced with probably the country's greatest length of experience;

—by a factory with only 1/10 of 1% credit losses for all last year, thus eliminating the customary high credit loss cost factor from our final prices to you;

—plus profitable-to-you, practical variety AND a sales policy that the trade helped to plan;

—with most of the sales-resisting angles eliminated;

—planned all the way thru to help you make profitable sales;

Pasha Report

(*Continued from page 92*)

people, misrepresentation, mistakes, wrong store methods, poor quality. Seven of ten lost sales, said Mr. Buisch, were due to the human element, which could be controlled.

Robert J. Murray, Honesdale, Pa., in an especially good talk told how the independent retailer could successfully combat catalog and chain competition and indicated that some hardware merchants were doing a good job of merchandising hardware and related lines. He did not believe that the various legislation being talked of will cure the troubles, because "you cannot run a hardware store by law." He pointed out that hardware men must depend upon their own ability and energy, and with a notebook the hardware man can learn much from the corporate competitors. Mr. Murray touched upon the many disadvantages the catalog houses were under, and cited the fact that they had to come to the branch store plan. Most people, he said, prefer to deal with the independent if possible and price is not always the only consideration. Better prices from suppliers were, however, necessary, and they can be obtained by the merchant who will go after them, the speaker averred.

Mr. Murray advised the purchase of catalog samples for comparison and pointed out that catalog prices call for catalog type of service. Catalog houses quote a low price for an article and when the necessary parts are added, installations, etc., made, their price is frequently as high or higher than the independent's for the same service. The speaker urged elimination of the open book account, saying that today's competition could not be met with 1880 terms of sale. All sales under $10 are spot cash in the Murray store, eliminating 50 per cent of the bookkeeping. Knowing competition, buying from those who would put the dealer in competition, buying backwards, group buying where practical, encouragement of "young blood" in the business were points in Mr. Murray's talk.

The Friday morning session was in the form of a general discussion.

The entertainment under the chairmanship of Ernest Johannesen of Baltimore, was successful, and consisted of an oyster roast and stag smoker, serving more than 700 men, in the McCormick Building, and the annual Pasha Ball at the Lord Baltimore. The ladies' entertainment committee under the direction of Mrs. Julius Wagner, provided a theatre party, luncheon, bridge and bingo party on Wednesday and a sight-seeing trip around the city.

The resolutions committee urged study and adherence to the statement of merchandising principles; commended jobbers who assist in the solution of the competitive problem; urged retailers and wholesalers to endeavor to closely study expense items so they may be better able to compete with other systems of distribution; asked publication of a list of manufactured products which are given preferential discounts; opposed open price filing; insisted that manufacturers who distribute goods through retail hardware stores should not set up their own retail outlets; opposed further tax burdens; and expressed positive opposition to the Walsh Government Contract Bill, the O'Mahoney Licensing Bill and the Black Bill for a 30-hour work week.

H. W. Sheeler, Red Lion, Pa., succeeds Walter T. Massey, Dover, Del., as president. Jas. T. McCullough, Kittanning, Pa., is first vice-president, and E. Hulings Antrim, Camden, N. J., second vice-president. The two new directors are: Charles J. Ritterhauf, Baltimore, and George H. Albright, Harrisburg, Pa.

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WATCH YOUR STEP!

GET INTO THE HIGHLY PROFITABLE SANDER RENTAL BUSINESS ON THE RIGHT BASIS . .

. . LOOK FIRST TO THE MACHINE!

The great profitmaking possibilities of renting floor sanders to the public—the great opportunity it affords of building up the sales of finishing materials has been proven by so many hundreds of dealers that no merchant willing to consider the facts can doubt the wisdom of following suit. **BUT YOU MUST EMPLOY THE RIGHT MACHINE!** More than 4000 dealers experienced in sander rentals who know that the machine itself is the prime essential to success say "The **DREADNAUGHT TOPS THEM ALL**"; and the soundness of their judgment is backed by the fact that they are averaging $600 a year profit per machine.

Be SURE the machine you buy appears to be so easy to operate that it will invite even the inexperienced to use it; that it is convenient, easily portable, does a first class job of cutting through old varnish without clogging the sandpaper, is perfectly dustless, will stand up under severe usage; and make certain that quick service from a nearby point may be had on it if necessary. Compare the DREADNAUGHT on all these points and we know you, too, will agree it leads on all counts.

Why not drop us a line, now, requesting full details on the DREADNAUGHT and also let us tell you how you can, without taking any chance, whatever, duplicate the handsome profits now being made by over 4,000 dealers through the rental of DREADNAUGHT Sanders. Write TODAY! No obligation.

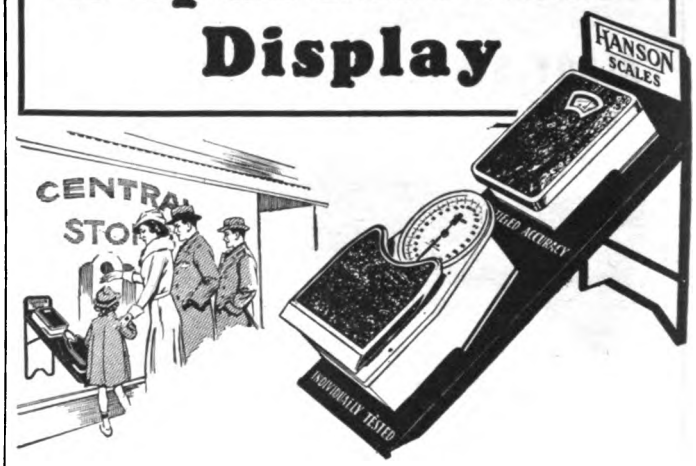
DREADNAUGHT SANDERS
(Clarke Sanding Machine Co.)
Dept. H A 336, Muskegon, Mich.



Easily Portable Weighs Only 46 lbs.

4000 DEALERS ENDORSE DREADNAUGHT AS THE MOST PRACTICAL AND DEPENDABLE OF ALL RENTAL SANDERS

Hanson Scale Departmental Display



SENSATIONAL NEW DEAL



As counter display



Takes small floor space

● Hanson offers this fast-selling scale display Free To Hardware Stores

It doesn't cost you a cent! No strings. No heavy investment in stock. Just pay for the two fast-selling, popular-priced Hanson Scales on the display, and you get this enameled steel, all-metal automatic salesman ABSOLUTELY FREE. Small and compact—stands on the counter, floor, or in the window. Shows two different models of famous HANSON Bathroom Scales. The only scale certified accurate. See the profits you can make!

HANSON NO. 1000 DEAL (See Zone Map for your prices)

	Nationally Advertised Retail Prices	
	Zone A	*Zone B*
1—Hanson Petite No. 767....	$5.95	$6.75
1—Hanson Apartment No. 701	3.95	4.45
1—Metal Department Display.	FREE	
	Zone A	*Zone B*
Your cost	$6.90	$7.80
You sell for.....	9.90	11.20
Your profit	3.00	3.40



SEND THIS COUPON—We'll do the rest

Give us your jobber's name—we'll have him ship you this Sensational Deal at once.

HANSON SCALE COMPANY, 510 N. Ada St., Chicago, Ill.
Enter my order for your No. 1000 Deal described above with FREE all-metal Department Display as illustrated.

My wholesaler

My store name.....

Address

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EVANSVILLE
GOOD SERVICE TOOLS

ALLOY-STEEL AXES



MADE IN ALL POPULAR PATTERNS AND SIZES

EVANSVILLE AXES ARE NOT SOLD TO MAIL ORDER HOUSES

ASK YOUR JOBBER

THE EVANSVILLE TOOL WORKS, Inc.
EVANSVILLE, IND.

My Day

(*Continued from page 60*)

ture almost everybody seems to be hungry. The irony of mass production and starvation. There are constant eating scenes, the search for and the enjoyment of food. Here Chaplin is playing on one of the first principles of life. Hardly anyone realizes how much time and thought we all give to eating. One of my friends, having traveled extensively in Europe, told me on his return that about all the people did when they traveled was to go from one meal to another. Cathedrals, art galleries and mountain scenery were all right, but the great question, he said, with all travelers was "when and what do we eat?" One evening I went with him to visit some friends who had just returned from Europe. He bet me that within fifteen minutes after the conversation had started about Europe they would be telling about some of the meals they had eaten in Paris. I made a small bet with him, and sure enough, the conversation shifted quickly from French politics to French food, and he won the bet.

Chaplin is smart enough to have an attractive young girl in the picture with him. He is also smart enough to cut out all love scenes. He and his little sweetheart do embrace after a long separation when one or the other has been in jail, but that is all. He shows his good taste and genius here in leaving out the usual Hollywood stuff. I wondered as the show progressed how it would end. Again Charlie scores as a great showman. In the last scene we see a road leading toward distant mountains reflected in the setting sun. On this road, as the picture fades, walking toward the mountains, are Charlie and his little sweetheart, hand in hand. They are happily on their way into the unknown.

* * *

Well, here I am at the end of my space and I have not said a word about some of the interesting people who have called on me recently. But we must save these callers for the next time.



Remind Your Trade That

Calking Is An Easy Job

Any handy man can apply Pecora Calking Compound around door and window frames. It is the sure way to make a residence or building weather-tight. Saves money for the owner on fuel bills by reducing heat losses. Avoids damage to interior by rain and snow seepage. You can safely recommend Pecora Calking Compound. Properly applied, it will not dry out, crack or chip. Specified by leading architects. Used by largest builders. Made by an old reliable firm.

Show This Gun

To Your Customers



Calking made even easier by using this improved Cartridge Gun. No ratchets, no pawls. A great time and material saver. Specially designed for Pecora Calking Compound, packed in Non-Refillable Cartridges of approximately One-Quart capacity. Get all the details.

Write for Bulletin and Prices

PECORA
Rhino Brand
CALKING GLAZING
"Tough as his Hide"
COMPOUND

TRADE-MARK

Pecora Paint Company, Inc.
Lawrence & Venango Sts., Phila., Pa.
Established 1862 by Smith Bowen

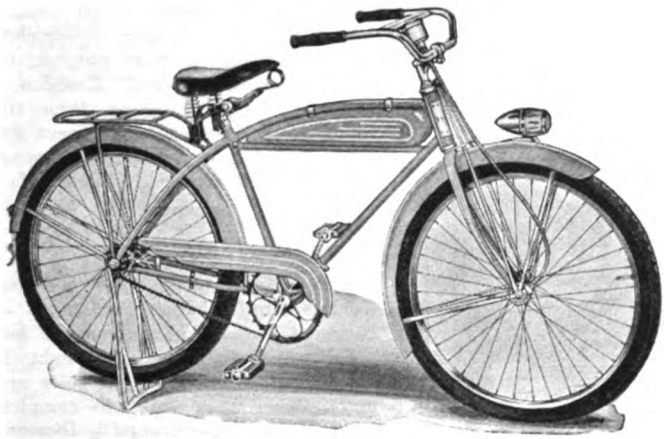
Pecora Sash Putties and Pecora Perfect Patching Plaster

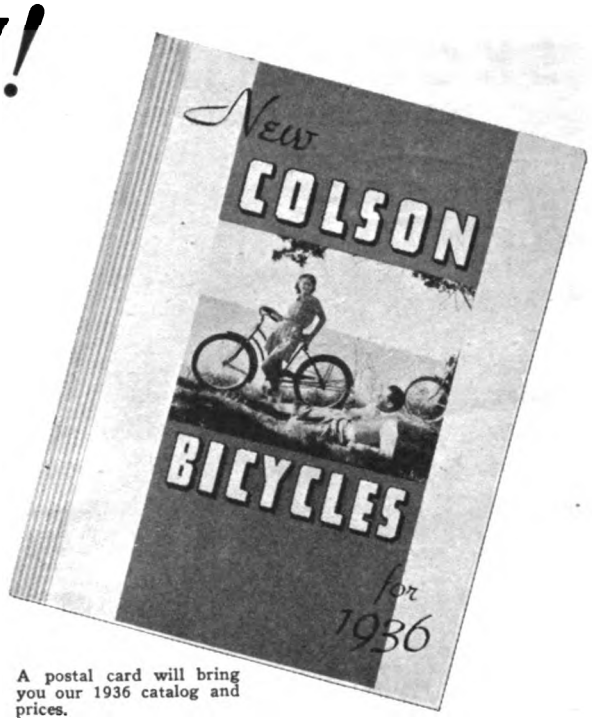
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SEND FOR YOURS TODAY!

LEARN from this new catalog how the 1936 Colson Bicycles will give your sales a new impetus. Modern design and styling have been combined with the utmost engineering excellence to produce a superlative line of bicycles priced at popular levels.

The Colson line, with varied attractiveness, is the choice of boys and girls as well as adult riders, who seek enduring satisfaction in bicycle ownership. "Colson built" means assurance of design and construction that produces lasting, trouble-free service.





A postal card will bring you our 1936 catalog and prices.

THE COLSON CORPORATION, ELYRIA, OHIO

Particularly noted for their strength, lightness and durability

BABCOCK SPRUCE LADDERS

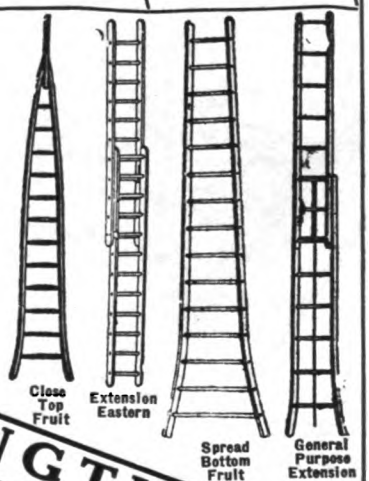
TRADE MARK

BE SURE
BE SAFE
BUY
BABCOCK
SPRUCE
LADDERS

MEN RISK THEIR LIVES ON LADDERS



LADDERS FOR EVERY PURPOSE



AIR DRIED FULL STRENGTH IN

THIS SAFENESS AND PROTECTION FOR YOUR CUSTOMERS IS WORTHY CONSIDERATION



Write for our latest price sheet.

W. W. BABCOCK CO.
BATH N. Y.

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SKOTCH FASTENERS

FOR MAKING ALL TYPES OF WOOD JOINTS



Cadmium Plated—2 Sizes

Retail **25c** per box
Small Size 42 per box
Large Size 30 per box

Used by: Carpenters, Stores, Theatres, Industrials, Sign Makers, Hobby Shops and for all types of repairs.

Mfd. by

Superior Fastener Corp.
6405 Northwest Highway
Chicago, Ill.

Distributor E. of Miss. River
Thomas Products Company
15465 Indiana Ave.
Detroit, Mich.



Wood Frame Counter Demonstrator
Card insert printed Red & Black

YOU'LL HAVE *Easy Selling* WITH SO-LO'S

CAN-O WOOD



1/3 POUND FOR ONLY 20¢

Almost 3 times as much for the money!

—REAL WOOD in pliable form, ready to use—*No* customer is going to pass up a value like this! There's no sales resistance—

Just Put This Bright Display Box on Your Counter — that's all!

5 CAN-O WOOD SIZES:

2¼ oz.	Tubes	retails	10c
1/3-lb.	Cans	retails	20c
2/3-lb.	Cans	retails	35c
1-lb.	Cans	retails	50c
8-lb.	Pails	retails	2.80

To Create MORE Demand—

Can-O Wood's 1936 advertising will appear in leading magazines—Collier's, Liberty, Popular Mechanics, Popular Science, Modern Mechanics, and others.

SO-LO WORKS
Cincinnati, Ohio

FREE TO DEALERS
1 lb. of CAN-O WOOD

Fill in and mail this coupon to
SO-LO WORKS, H. A., Cincinnati, O.

Send me— 1 doz. ½-lb. size Can-O Wood..... $1.60
and ½ doz. 1-lb. size Can-O Wood..... $2.00

Bill and ship through my jobber. For this order I am to receive FREE and postpaid from So-Lo Works, one 1-lb. Can.

Dealer's Name
City..... State.....
My Jobber Is.....

New Catalogs

Pump Catalog

Attractively bound volume of 120 pages describing and illustrating a complete line of water systems, hand pumps, power pumps, and accessories. Contains tables of information such as friction loss tables, head and pressure equivalents and other data. Divided into four sections with an outfit and index and a figure number index. *Goulds Pumps, Inc.*, Senaca Falls, N. Y.

Brush Catalog

No. 54—187 pages, spiral bound. Illustrates and describes a complete line of brushes for every purpose, including artists' brushes. Contains a history of brush making from the origin of the brush to the present day methods of manufacture. *Elder & Jenks*, 411-419 Vine St., Philadelphia.

Diamond Fibre Hollow Ware

Catalog presents a line of boxes, trucks, barrels, baskets and trays of Diamond Fibre, a hard, bone-like material which is strong and light in weight. Illustrations are in color and descriptions are given with complete specifications. *Continental - Diamond Fibre Co.*, Newark, Delaware.

Ox Fibre Brushes

Catalog No. 36 of 76 pages illustrates and describes the complete line of Oxco brushes for various uses. It contains indices by usage, by names and a listing of brushes made by the New Jersey Brush Mfg. Co., Inc., with corresponding style in the Oxco line. *Ox Fibre Brush Co., Inc.*, 522 Fifth Ave., New York City.

Nesco Sales Manual

This manual for Nesco kerosene stoves and ranges is 12 x 18 inches and designed to stand upright, on top of a range, supported by an easel with pages spiral-bound at the top. It illustrates the features of the ranges and gives complete specifications and individual feature-descriptions of every Nesco range. In addition, the Nesco 1936 Plan includes a condensed 8½x11 catalog, thumb-indexed for quick reference; jobbers' catalog pages; prospect literature; mats; the "Nesco Diamond" merchandising newspaper; experience of dealers; and a merchandising calendar. *National Enameling and Stamping Co.*, Milwaukee, Wis.

Standard Stove Catalog

No. 36—32 pages describing the complete line of domestic and commercial ranges, and items such as hotplates, coffee urns, urn heaters, water heaters, griddles, serving tables, ovens, etc. *The Standard Electric Stove Co.*, 1712 N. Twelfth St., Toledo, Ohio.

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3 Big Features that Sell..



NATIONAL WINDOW SCREENS

1. They slide smoothly on STEEL RUNNERS.

2. Angle steel center bars. Absolutely *fly-proof*.

3. KWIK-LOK holds the screens in tight.

● These special features, coupled with reasonable prices, do a big selling job for *National* Window Screens. They remind customers of the extra fine quality and superior workmanship which go into the making of *National* Screen products.

ASK YOUR JOBBER—Your jobber can tell you about the complete line of *National* Screen Doors, Window Screens and Ventilators. They are made in a wide variety of styles and at prices to please your customers and keep them pleased. He can give quick deliveries.

SEND FOR THIS CATALOG

NATIONAL SCREEN CO., Suffolk, Va.
Please send us a copy of your 1936 catalog showing the complete line of National Screen Doors, Window Screens and Ventilators.

Name.....

Address.....

City.....*State*.....

New York Office: 253 Broadway
Southern Selling Agents
SAND & HULFISH, Baltimore



NATIONAL SCREEN CO.
SUFFOLK INCORPORATED VIRGINIA



Cash in ON THIS wide-spread ADVERTISING!

mural-tone

The Money-Saving Paint in the Orange Can

You will profit by stocking and featuring MURAL-TONE, the amazing casein wall paint. Master painters and property owners prefer it because one coat covers and hides. Advertisements in the leading magazines shown above are spreading the good news of the speed, beauty and economy of MURAL-TONE.

Architects, general contractors, owners of commercial buildings, buyers for industrial plants and painting contractors in every city in the country will want to get full information. We will refer them to dealers. Be ready! Send the coupon today. Learn the startling story of MURAL-TONE. Know why the perfect balance of lithopone and true paint pigments in a casein vehicle gives this money-saving paint in the orange can its advantages over ordinary wall paints.

Since 1894 The Muralo Company has been known for the quality of its products and the soundness of its policies. The campaign on MURAL-TONE has been carefully and thoughtfully planned to enable alert dealers to meet "cheap paint competition" with this economical wall paint. It will pay you to take advantage of this opportunity.

Reasons why MURAL-TONE is selling—and repeating:

1. Dries in forty minutes.
2. One coat covers—and hides.
3. Adheres to unseasoned plaster and cement.
4. Will not lime-burn.
5. 90% light reflective.
6. 1 gallon yields 1⅔ gallons of paint.
7. Cuts cost 25%.

THE MURALO COMPANY, INC. • Est. 1894
566 Richmond Terrace, Staten Island, N. Y.
BOSTON • CHICAGO • ATLANTA • SAN FRANCISCO

The Muralo Co., Inc., 566 Richmond Terrace, Staten Island, N. Y.
Gentlemen: Send me full information about MURAL-TONE and tell me how it can make money for me.

Name.....

Address.....

City.....*State*.....

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W. H. BAHN
New President



F. X. BECHERER
Secretary



HERBERT E. BROWN
Treasurer



BEN H. GUDE
Retiring President

Open Statement of Policy Indorsed at Missouri Convention

THE Causes and Cure of Today's Competition was the theme of the 38th annual convention of the Missouri Retail Hardware Association held at the New Hotel Jefferson in St. Louis, Feb. 18, 19 and 20. The official count of attendance was 1206.

An atmosphere of confident expectation pervaded the sessions. The association, by resolution, indorsed the national association's decision to support measures in Congress which appear to offer the greatest assurance of eliminating discrimination. But the cures prescribed for today's competition were not confined to legislation. Speakers in their treatment of moot topics declared that today's merchandising plans have been geared to sell goods today, fully appropriating the opportunities offered by programs of the F.H.A. and H.O.L.C.

President Bernard H. Gude, St. Louis, in his opening address called attention to the dealer cooperation being extended city's public utilities. The Laclede Gas Light and Power Company, he said, will pay any local salesman a bonus for the sale of a gas range. The Union Electric Light and Power Company will let any eligible local dealer who sells appliances, sell these to the customer who will charge them on the electric bill. In advertising, both utilities use the slogan, "Get It at Your Dealer's."

Two viewpoints on the topic of rebates and discounts as given by some manufacturers were heard. Paul Crissey, sales manager, Edward Katzinger Co., Chicago, upheld the granting of special commissions to quantity buyers. In his address, "Can the Manufacturer Sell Both Syndicates and Independents?" he told the dealers present that they can compete with chains. H. M. Swain, executive vice-president, Irwin Auger Bit Co., Wilmington, Ohio, championed the opposite side of the question in his "Policy for Hardware Distribution—A Manufacturer's Answer." Mr. Swain advocated a practice in accord with the American Institute of Fair Competition, Inc., providing for statements of sales policies by manufacturers.

Price Policies

The convention indorsed the plan of manufacturers openly declaring their policies of distribution, whether selling to jobbers and chains alike or to jobbers only, declaring also their policies as to rebates if any. In the same resolution it was recommended that the association have available the policies of manufacturers to provide at the request of dealer members. Jobbers were also encouraged to declare their sales policies.

William H. Bahn, Cape Girardeau, was elected president of the association to succeed Mr. Gude, who has served four terms in that office. J. D. Reynolds, Carthage, was elected vice-president, succeeding Mr. Bahn, with H. E. Brown, Trenton, reelected treasurer, and F. X. Becherer, St. Louis, renamed secretary. New directors are Morris Vuylsteke, St. Louis; H. C. Mell, Farmington, and G. J. Giesler, St. Louis; with Milton N. Pauly, St. Louis; George E. Eberlin, Herman, and G. O. Busch, Union, continued in office.

Speakers included A. P. Greenfelder, president, Fruin-Colnan Contracting Co., St. Louis; George Schulte, St. Louis, general manager, *Interstate Grocer*, and organizer. Independence, Inc.; Paul Mulliken, merchandise manager, Simmons Hardware Co., St. Louis; Frank X. Meehan, president, Meehan Electrical Appliance Co., St. Louis; Peyton C. Clark, the new field secretary of the association; Howard A. Turner, commercial sales manager, Kelvinator Refrigerator Division of Witte Hardware Co., St. Louis; James L. McQuie, Kirkwood (Mo.) Federal Building and Loan Assn.; B. B. Turner, sales promotion manager, the Globe American Corp.; William Bryan, district sales manager, Eureka Vacuum Cleaner Co., St. Louis; Verne F. Hannon, assistant sales manager, Barlow & Seelig Mfg. Co., and Rivers Peterson, editor, *Hardware Retailer*.

In "How the Hardware Man Can Adapt Himself to the F.H.A. and H.O.L.C.," Mr. McQuie invoked the pioneer spirit when he called attention to the need for teaching the younger generation to establish themselves in homes of their own.

(*Continued on page* 110)

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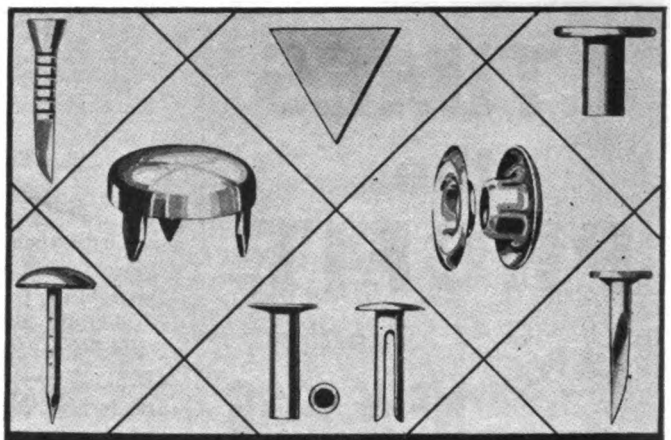
Order Now! for PRESERVING TIME



3 BIG VALUES

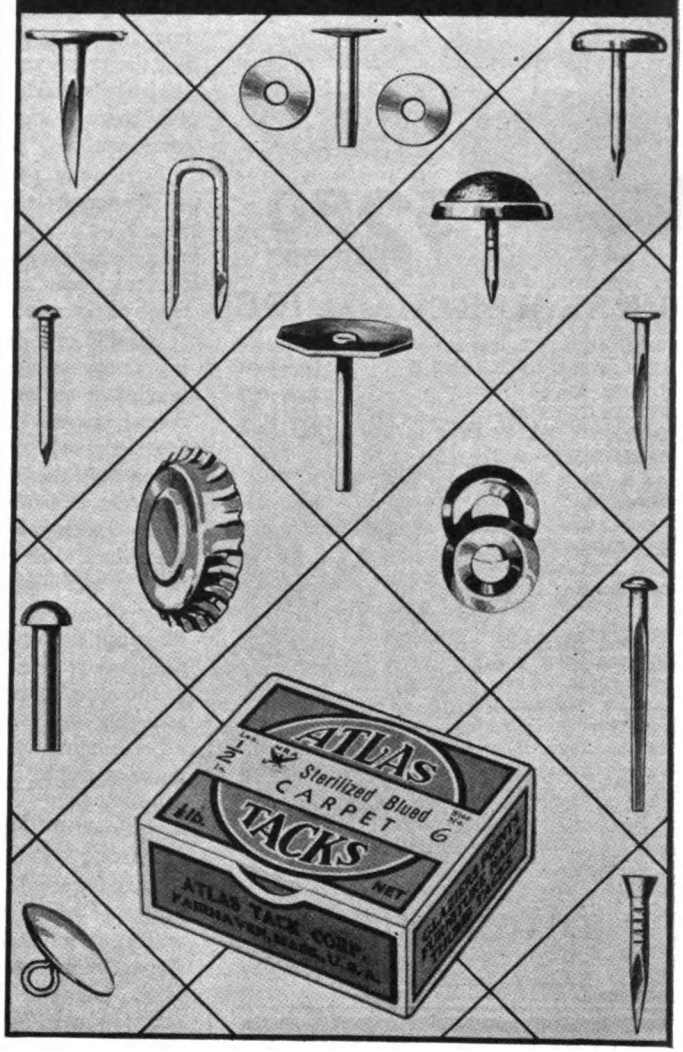
● The Cold Pack Canner, Preserving Kettle and Covered Kettle Shown above should be on order now for preserving time delivery. Each of these items is a big value at your logical markup. Attractive labels make a colorful display. Each item is competitively priced for matched value in any line. Ask your jobber's salesman about these items now for mid-summer delivery.

THE ENTERPRISE ALUMINUM CO.
MASSILLON OHIO



Atlas Tacks are clean-shafted, with centered heads and sharp, straight points—they drive smoothly, without wastage . . . in their efficient design they typify the whole Atlas line . . . Nails, Staples, Pins, and other small hardware.

ATLAS
TACK CORPORATION
FAIRHAVEN, MASSACHUSETTS, U. S. A.

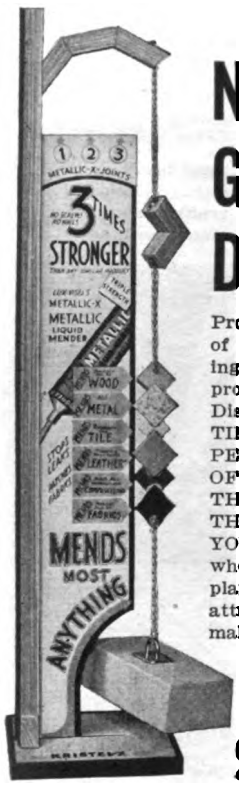


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4 TIMES the PROFIT

with this

NEW 1936 GIANT DISPLAY



Profit facts from many of the nation's leading hardware retailers prove that this Giant Display will earn FOUR TIMES MORE PROFIT PER "SQUARE FOOT" OF FLOOR SPACE THAN THE REST OF THE MERCHANDISE YOU STOCK! Dealers who use this MX display in their window to attract customers are making from $10.00 to $100.00 per year out of a space six inches square!

$2.80

FREE MERCHANDISE

With this MX display you get 8 tubes—$2.80 worth of KRISTLE-X (Transparent Liquid Mender) FREE. The NUMBER 8 GIANT DISPLAY will pay for itself time and time again this year, as furnished on our attractive combination offer.

Good hardware jobbers can fill your order. If you order direct, mention jobber's name. Remember four times the profit per square foot!



COLORFUL COUNTER DISPLAY, with each dozen tubes FREE. (Quotation upon request.)

LUX-VISEL, INC.
Dept. 301
Elkhart, Indiana, U. S. A.

Missouri Report

(*Continued from page* 108)

Mr. Greenfelder cited a long range program in "What the Missouri Construction League Means to the Hardware Dealer." Presidents and officers of the State association automatically become officers in the league, which is a branch of the Construction League of the U. S., he said. He also outlined the plan of the league.

B. B. Turner took apart a heating stove in his "Comparative Salesmanship Demonstration," and explained engineering principles which he said gave the "dealer heater" better performance than a "mail order," or bargain heater, thereby giving the independent dealer superior opportunities for salesmanship.

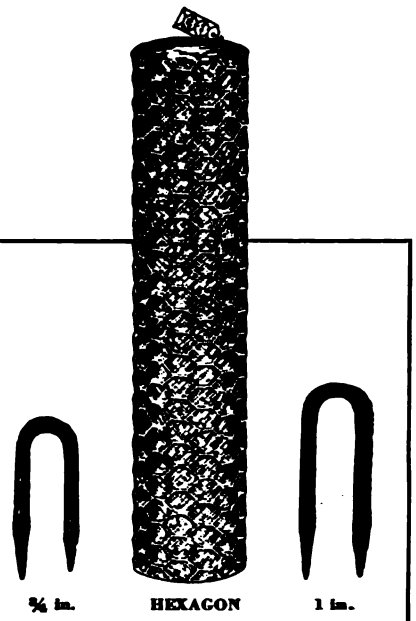
"It Can Be Done," was the topic chosen by Mr. Mulliken, who presented the wholesaler as properly selling through, and not to, the retailer.

Mr. Bryan, in "Profit Planning," advocated business control with overhead calculated in strict accord with sales expectancy, and with employee compensation plans not confined to a straight salary, but offering the employee inducement to sell the store's goods in and out of business hours in instances where this is practical.

A 10-point plan for "More Sales or Bigger Sales," was outlined by Mr. Hannon, who advised retailers to get the best selling help, letting the man who sold them a product teach their employees how to sell it.

In addition to the resolution favoring Congressional action, the membership went on record as against manufacturers or wholesalers opening their own retail outlets; as opposed to the Walsh Government Contract Bill (S 3055), the O'Mahoney Licensing Bill (S 3336) and the Black Bill (S 87) for a 30-hour week; and as opposed to government agencies making purchase of supplies from manufacturers or wholesalers who are not taxpayers in the affected communities. The association indorsed a movement for a State constitutional amendment to make possible a non-partisan, nonsalaried State commission for conservation of Missouri's wild life resources.

Social periods occupied two evenings of the convention schedule, with continuous dancing in the Ivory Room, and a vaudeville show in the Gold Room providing two kinds of entertainment on each occasion.



Like a "CAT with NINE LIVES"

Wickwire Brothers Hexagon Galvanized Steel Wire Poultry Netting may well be likened unto a "Cat with nine lives"—it "dies hard"— *lasts* much *longer* than ordinary poultry netting. It is always

Made From Open Hearth Copper Bearing Steel

the most effective rust-resisting material known suitable for poultry netting. Our method and quality of galvanizing insures *added protection* and *wear*. We draw the wire in our own mills—do the weaving on a special machine—control every operation from raw material to finished product.

12 to 72 in. widths. Mesh sizes: ¾ in. to 2 in., 14 to 20 ga. Bales of 150 lineal ft. Also galvanized rust-resisting Hardware Cloth and Poultry Staples.

Ask your Jobber for Prices

STEEL PRODUCTS

"NATURAL GAS now used in our furnaces produces very low sulphur steel which, together with a copper alloy, reduces corrosion."

WICKWIRE BROTHERS
CORTLAND, NEW YORK, U.S.A.

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The World's Greatest Hammer

THE CHENEY NAILER

THE HAMMER THAT HOLDS THE NAIL

THE most important advance in hammer design in the past decade. The unusual response which professional and amateur mechanics have accorded the Cheney Nailer may be safely accepted as a forecast of its sales possibilities this year. No other hammer, regardless of price, has so much to offer hammer buyers—whether jobber—retailer—or user. Order a carton today and also ask for the friendly demonstrator-display "The Cheney Nailer Sales Maker." It needs no help to make hammer sales—only a little place in the sun on your counter.

A FULL LINE OF HAMMERS

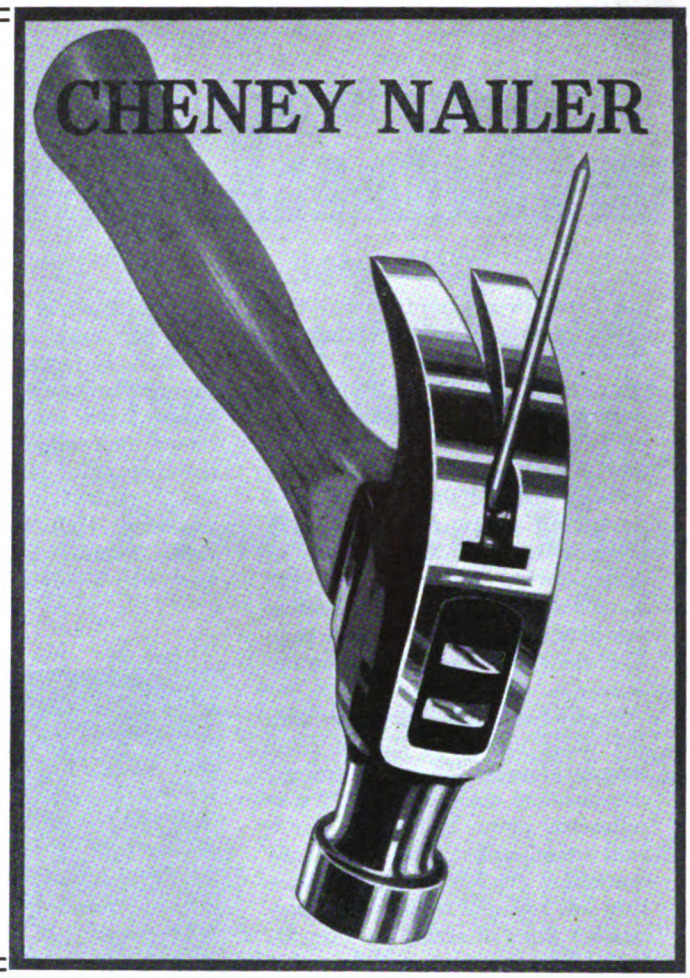
HENRY CHENEY HAMMER CORP.

Factory

LITTLE FALLS, N. Y.

Sales Office

302 Broadway New York, N. Y.



SENSATIONAL 1935 FLIT MOTH BAG OFFER

DOUBLED for 1936!

SWING INTO THE NEW FLIT "DOUBLE-QUICK" PROFIT PARADE

Never before such an opportunity for profits! The 1936 Flit moth bag offer—*two* free with every quart can—means just one thing: Stock up now for the big rush!

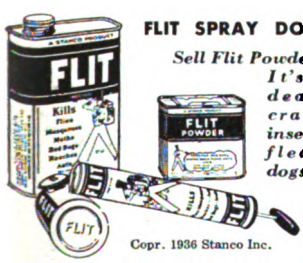
BIG ADVERTISING CAMPAIGN

Dramatic *full color* advertising in a long list of national magazines, and newspaper campaigns in key cities, will push this sensational offer. The usual flies and mosquitoes campaign will keep sales at a peak throughout the summer!

SPECIAL FREE GOODS OFFER

Call your Flit jobber, today. He has a special free goods offer you can't afford to miss. Remember, Flit and the Flit moth bag give the best protection against moth damage.





FLIT SPRAY DOES NOT STAIN

Sell Flit Powder, too. It's sure death to crawling insects and fleas on dogs.

Copr. 1936 Stanco Inc.

SELL FLIT-FOR-MOTHS EARLY—MOTHS KNOW NO SEASON

AGAIN! $1,050 IN PRIZES in new Flit Window Display Contest

"Sold more Flit than ever before..." says 1935 Contest Winner, John J. Mueller, of St. Louis, Missouri. This year—you, too, can win one of the 114 prizes—and enjoy the huge extra profits a Flit window display brings you.

FLIT

STANCO DISTRIBUTORS, INC.
2 Park Avenue • New York

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Hall Hardware Co. Dedicates New Building At 23rd Annual Convention in Minneapolis

At the twenty-third annual convention and stockholders' meeting of the Hall Hardware Co., held at the company's headquarters in Minneapolis, Minn., on Feb. 18 to 20 inclusive, the formal dedication of the firm's new building marked the completion of the second phase of the company's progress in developing its idea of dealer-owned wholesale hardware merchandising. The new building was pictured and described on page 75 of the Feb. 13 issue of HARDWARE AGE.

Registered at the meeting were 315 dealer-members; 226 of their store employees; 156 manufacturers' salesmen and executives, and 22 miscellaneous guests and visitors, or a total attendance of 719. During the convention, the best net profit since 1930 was reported to the 459 dealer-member firms of record on Dec. 31, 1935. Sales for the period exceeded four million dollars, and reflected an increase of more than 20 per cent over the preceding year.

The exhibition, held in conjunction, was represented by 95 manufacturer firms and opened Tuesday morning. The program differed from that of former conventions in that general assembly on each of the first two days of the three-day meeting was followed by a series of group meetings. Under this plan, dealer-members were placed into eight different groups. This plan proved to be very effective, and will likely be continued at future conventions.

In opening the first general assembly on Tuesday morning, George E. Hall, president and general manager of the company, welcomed those present; explained that the meeting, with the formal dedication of the new building, would mark the second phase of the firm's progress, and expressed regret that Charles F. Ladner, chairman of the board and one of the company's organizers, who is in Florida for his health, could not be present for the meeting. Mr. Ladner's greetings to the convention were most appropriately conveyed by Director Sam E. Hunt, Hunt Bros. Co., Red Lake Falls, Minn.

The history of the company was then reviewed in a unique manner, with the legal, financial, and constructional factors in the firm's progress being cited by the attorney, banker, and contractor who have served the company in their respective capacities since the company was organized in 1913. Following this, Mr. Hall introduced S. P. Duffy, secretary and assistant manager, who briefly outlined the theme for the convention as being merchandise and merchandising.

On Tuesday afternoon, following brief remarks by Mr. Hall and Mr. Duffy, F. T. Rockwell of the company's Better Business Department discussed the spring consumer catalog in some detail. The first of the group meetings was then held, and at the opening meeting of the complete "Sand" color group attended



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MORE SPRING PROFITS By Sheffield

Here are three much needed Spring items—of extra big value, and fast turnover. Be sure to feature them!



CLOTH *Applied* VARNISH

A sensation in results—a marvel in easy application. Simply apply it with a cloth. Bakelite gives it longer wearing qualities, finer lustre. Resists alcohol, acid, water, strong soap and hot liquids. Eye catching action display (shown here) operates 30 days on dry cell, and given FREE with small assortment. 20c, 35c, 65c and $1.20.



SCREEN ENAMEL

Extra fine—weatherproof—rust-proof. Special Sheffield formula keeps it from clogging meshes. Real value—at a price!

ALUMINUM PASTE

For a much smoother finish. Won't spill or scatter. Simply dilute to necessary consistency and apply to radiators, fixtures, frames, etc. Patented "twist of the wrist" Duo-Jar uses paste for Aluminum Enamel and powder for Gold Enamel. No material wasted. 15c, 25c, 40c and 70c.



Quick Spring Profits

Also on:

SHEFFIELD 3-Star Floor Cleaner, Crack Filler, Woodfix, Kleen-A-Brush, Combination Cans Gold or Silver Paint, Pure Oil Colors, Nu-Way Liquid Wax, Bronzes in Glass Vials, Iron Enamel and Iron Cement.

1926 10th ANNIVERSARY 1936

Order Now from Your Jobber

Jobbers—

Write Today for Discounts!

SHEFFIELD

BRONZE POWDER & STENCIL CO.

"The Specialty House of Top Values"

3000 Woodhill Road Cleveland, Ohio

The Words

"Aladdin

SANI-SEALD

Vacuum Bottles and Thermal Containers"

Mean

Profits for You

Mr. Dealer!

Why?

Because, Firstly: they are exceptional products as you'll note by their features listed below, and Secondly: these products are not sold to Chain Stores, Mail Order Houses, or Cut-Price Outlets either under their own trade name or private brand. Independent Dealers everywhere are finding these products and policy unusually profitable.



The Aladdin

SANI-SEALD

Vacuum Bottle

The first, foremost and finest vacuum bottle in which durability, sanitation and extremely high efficiency are combined. Of one-piece non-refillable type with no cracks or crevices for matter to collect and become foul and unsanitary. May be completely sterilized easily and quickly, inside and out. Not unbreakable because inner is of glass, yet so sturdy as to give many times longer service than practically all others.

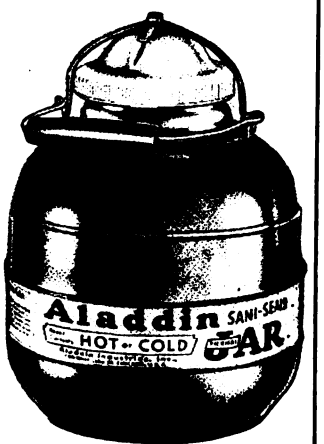
In Pint and Quart Sizes

In Colors—Red, Green or Blue

The Aladdin

SANI-SEALD

Thermal Jar



Aladdin Sani-Seald Thermal Jar of quality throughout. Outer shell of heavy drawn steel in two sections, sealed moisture-proof at center rib. Inner of shock and heat-resisting one-piece Aladex glass, ball-like in shape with no corners or joints. Inner and outer sealed at top permanently to prevent moisture from entering insulation and impairing its efficiency. Scout bail and black hardwood easy grip for carrying. Dark-green baked-on enamel finish.

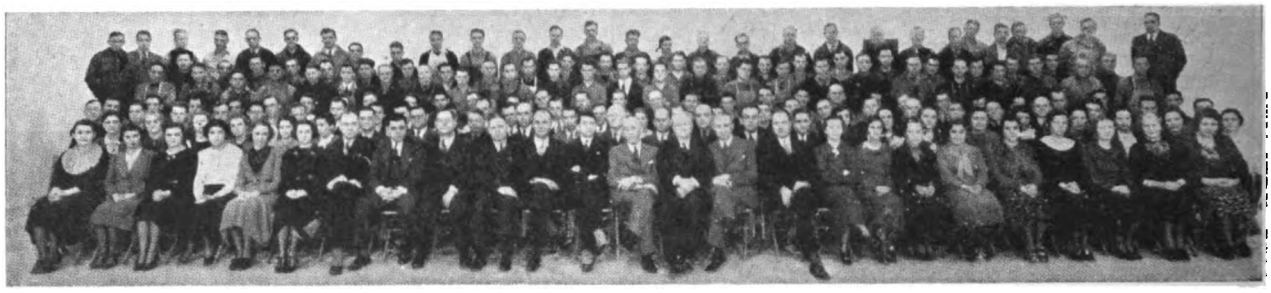
By popular demand, the line of Aladdin Sani-Seald Thermal Jars now includes a DeLuxe Gallon-Size Thermal Jar with non-leak faucet, and a six-quart Aladdin Jar in the popular price range, with or without non-leak faucet. Aladdin Jars with faucet are constructed with a flexible connector that prevents breakage of inner common in other makes of spigot or faucet Jars—an exclusive Aladdin feature.

Write us for name of nearest Jobber and for details of our line and Dealer's profit protecting policy.

ALADDIN INDUSTRIES, INC.

609 W. LAKE STREET, CHICAGO, U. S. A.

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Employees of the Hall Hardware Co., Minneapolis, Minn.

by this reporter, the chairman was J. H. Wall, buyer of house-furnishings, etc., who was assisted by representatives of aluminum and tinware manufacturers. Mr. Wall also covered the harness and enameledware lines. At all of the group meetings opportunity was offered for forum discussions.

The second and final group meeting of the first day was conducted by Fred Rockwell of the Better Business Department, and dealt with the improved merchandising and display methods being advocated by that division of the company. The group leaders were assisted by a representative of the company's Minneapolis advertising agency and by field men of the Better Business Department. A feature of this meeting was the showing of a striking contrast between old-fashioned and modern window displays. Effective table displays were also demonstrated.

Wednesday morning's general meeting was opened by Mr. Duffy, who introduced J. G. Culver, company buyer of heavy commodities and builders' hardware. During the forenoon immediately following, the first of a series of three group meetings was held and one of the company's major lines was discussed. The second group meeting of the "Sand" group on Wednesday met in the firm's ultra-modern model store, with the many features of the model retailing establishment being explained by H. N. Brown, head of Better Business Department, and his assistants. The third and final meeting for the "Sand" group on Wednesday morning was conducted by B. A. Buckmaster and W. H. Grenell, of the company's paint department, and their assistants.

In opening the Wednesday afternoon general meeting, Mr. Duffy further stressed the convention theme; emphasized the importance of having accurate knowledge of store finances; urged budgeting for efficient operation; advocated a more careful supervision of credit and recommended a wider use of contract selling on larger items.

Wednesday afternoon's first meeting of the "Sand" group was conducted by Mr. Culver, and steel goods, lawn mowers, barn door track, etc., were discussed by factory representatives, while builders' hardware and title No. 1 of the FHA plan were covered by Mr. Culver and his assistants. At the second meeting of this group Wednesday afternoon coal and wood ranges, circulating heaters and oil stoves were discussed by factory representatives and by E. R. Ralph, who presided as head of Dept. "G". The third and final meeting of the "Sand" group on Wednesday was conducted by F. A. Feyder, the company's buyer of tools and sporting goods. Topics covered by Mr. Feyder, his assistants and representatives of manufacturers included bicycles, fishing tackle, fishing contests, kitchen cutlery, edged tools, wheel goods, pocket knives and razor blades.

On the third day of the convention, no group meetings were scheduled and at the general session in the morning the annual stockholders' meeting was held, with Mr. Hall presiding. The usual business was transacted and the manager's report was presented by Mr. Duffy, who said that spring business was developing very satisfactorily despite the prevailing unfavorable weather, and a point was made of the Soldiers' bonus money which will be in circulation after June 15.

The following directors were then elected: George E. Hall, Minneapolis, Minn.; Sam E. Hunt, Red Lake Falls, Minn.; H. J. Bekke, Canton, S. D., and H. P. Nicholas, Durand, Wis. At the directors' meeting following, Mr. C. F. Kilgore, Esterville, Iowa, was appointed as Iowa representative to serve on the board in an advisory capacity.

The stockholders' meeting of the Hall Building Company then followed with President Amos Marckel, Perham, Minn., presiding. The meeting was of routine nature, during which the usual matters of business were transacted.

The convention closed with a banquet and entertainment in the company's Auditorium on Thursday night, attended by 850 guests, including ladies, dealers, dealer employees, representatives of manufacturers, and company employees. The Auditorium was equipped with special effects, creating an atmosphere for the "Our Own" night club which, with professional entertainers and dancing, held sway until a late hour.

Diverting Sucker Money

(*Continued from page* 58)

helped gyp them. We can and do put a damper on things of that kind.

In fact, we make a business of discouraging business men from sponsoring or tying in with any so-called stimulator which is not able to stand a police examination. There are plenty of good advertising media without resorting to things that verge on rackets. And let me say this—*when merchants are more careful to preserve the prestige of business, the police are in a better position to educate consumers away from schemes that fleece them and that pull their dollars out of the flow of legitimate local trade.*

Catching a swindler is profitless work in the main. He has done the damage before he is caught. Prevention is far better. I believe more law enforcement bodies would cooperate with local merchants if these merchants would collectively request such cooperation and would help to sponsor educational programs teaching consumers the greater safety in confining their purchases to known firms and their representatives.

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THE FIRST DOUBLE BALL BEARING HOUSEHOLD CASTER EVER OFFERED AT POPULAR PRICES



No. 8459
Fits standard grip neck socket



Packaged for quick sales and profits.

"An outstanding value that catches buyers!" say Hardware Dealers.

You've got to see it to believe it! A genuine Faultless *Double Ball Bearing* Household Caster—priced for volume sales. No wonder dealers like it—it's a money-maker.

Two complete rows of ball bearings . . . lowest overall height for this type of precision construction . . . dust-proof design . . . choice of hard or cushion tread composition wheels. All features heretofore confined to expensive De Luxe type casters.

Then there's the smart display box, holding one set of casters—originated by Faultless. Makes sales by itself—encourages sales of complete sets instead of single casters—quickens turnover—facilitates handling of stock. *Ask your jobber for this caster now!*

Ask, too, for the 4-page Faultless Catalog showing the new Faultless condensed line of Casters—a selection which will handle 90% of caster requirements.

FAULTLESS CASTERS

Faultless Caster Corporation

Dept. HA-3, Evansville, Indiana

Branches in principal cities. Canadian Factory: Stratford, Ontario.



SINGLE-EDGE RIO
Red-and-blue package

DOUBLE-EDGE RIO
Red-and-green package

Packed in the new theft-proof display carton (copyrighted). Twenty packages to carton. Open-front but having special construction designed to eliminate counter pick-ups. Carton has easel to stand up and tab to hang on wall.

TWO
NEW RIO RAZOR BLADES
5 for 15c

RIO—THE BLADE THAT TURNS DEALERS INTO CONSUMERS

We advise you to try RIO razor blades, on your own face—to test their edge and to know their excellence. Reports from other dealers back our belief that you, too, will become a "satisfied user"—and therefore a more active salesman. After all, the finest kind of promotion for any product is first-hand enthusiasm.

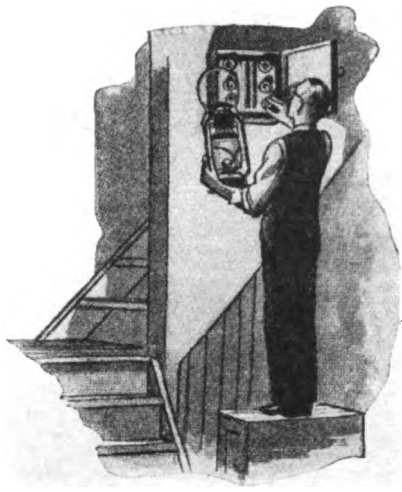
RIO razor blades are offered, confidently, as better than your previous "best." They are made of finest white chrome steel—tempered, ground, spiral-honed and stropped to a keener, more accurate edge. They are individually inspected—every blade first quality. No "seconds" reach the consumer. They guarantee results, yet they cost less—retail five for 15c, a fair price for the finest.

Try RIO razor blades today. You'll gain two ways—*personally,* by discovering new shaving speed, ease and comfort. *Professionally,* by finding a product that sells, satisfies and repeats. . . . Standard Safety Razor Corp., East Norwalk, Conn.

SPEAKING OF RAZOR BLADES—
"Standard" *means* STANDARD

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Sell DIETZ LANTERNS For Emergency Lighting



ANYONE of your customers who has ever been left in black darkness by failure of home lighting in time of violent storm, or when fuses have blown out, will agree that a Dietz Lantern is worth owning even for such infrequent use — inexpensive — always ready—no deterioration.

You can make profitable sales of Dietz Lanterns to people who might not otherwise consider them a necessity, by suggesting their great usefulness in emergencies that are sure to arise sooner or later.

R. E. DIETZ COMPANY - NEW YORK

MAKERS OF LANTERNS FOR THE WORLD. FOUNDED 1840
Output Distributed Through the Jobbing Trade Exclusively. We Do Not Sell Chain Stores, Catalog Houses or Syndicate Buyers.



"I USED TO DREAD CHURNING...*Now I Enjoy It!*"

3 Million Satisfied Users Advertise DAZEY CHURNS

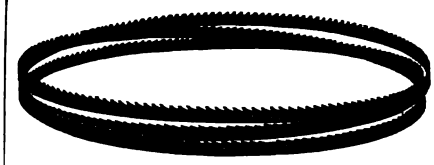
IF satisfied users are truly the world's best advertising — no wonder nearly 90% of all the churns sold by the hardware trade today are DAZEY CHURNS! At this moment there are well over 3 million DAZEY users and, judging from the thousands of letters we have received, few, if any, are content merely to enjoy the superior service of a DAZEY CHURN in selfish satisfaction. Instead they become ardent missionaries, enthusiastically seeking to convert others to this far better way of churning. No wide-awake dealer can fail to realize, therefore, the necessity of having a comprehensive stock of DAZEY CHURNS always on hand. Especially profitable are the electric models now that power lines are so steadily being extended into rural districts.



SOLD ONLY THROUGH JOBBERS AND DEALERS

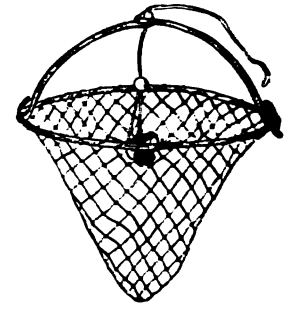
DAZEY CHURN & MANUFACTURING CO.
4301 Warne Ave. St. Louis, Missouri

Woodworking Band Saw



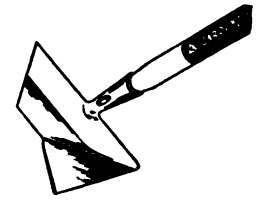
Offered as regular and replacement equipment for Bench Band Saws for home workshop use. Maker states the cutting, filing and setting of the teeth were all carefully done and this in combination with a fine grade of steel, produces a faster, freer cutting saw. Each saw is mounted on an individual colorful display card. *Millers Falls Co.*, Greenfield, Mass.

Detector Crab Trap



The "Detector" feature is said to enable every crab to be caught. When crab takes bait the line is tugged or pulled, indicating crab is in the net. Trap has 18-inch diameter. Packed 1 doz. to package. Invention of Charles D. Starks, hardware dealer of Far Rockaway, Long Island, N. Y. Made by *Hamblin & Russell Mfg. Co.*, Worcester, Mass.

Gardex Turf Edger



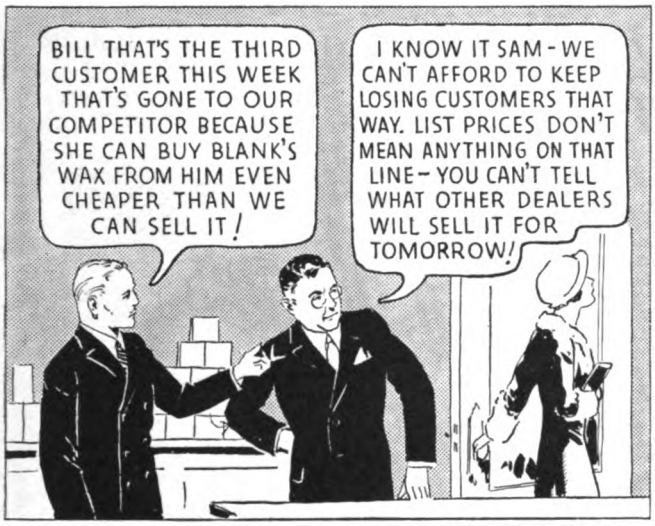
Works forward or backward. Cuts turf horizontally and vertically in one operation. By tilting to 45-degree angle, it cuts V-shape groove between sidewalk and lawn. Side wing used to lift sod out as it cuts. No. 400—4½ ft. handle. List price, $1.15. *Gardex, Inc.*, Michigan City, Ind.

Fan Catalog

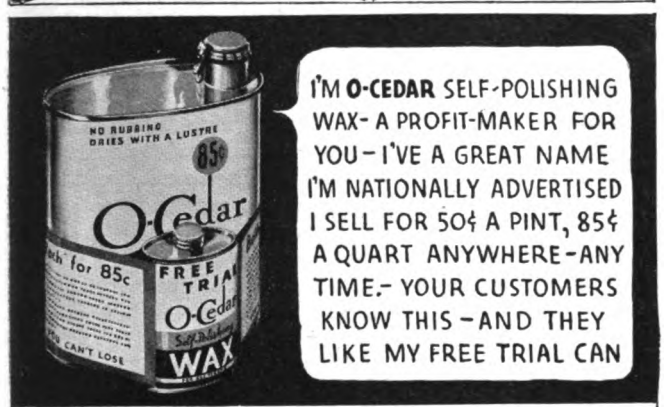
No. X1149 on the 1936 line of Emerson Fans, new editions to which include the "Imperial," a 10-inch Silver Swan, a line of air circulators with four styles of mounting, a 16-inch "Patented" overlapping-blade fan, and a complete line of ceiling fans with a new improved fitter. Also catalog No. X1150 on the new Emerson Seabreeze Fan offered in six models. *The Emerson Electric Mfg. Co., Inc.*, St. Louis, Mo.

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BILL AND SAM LEARN HOW TO HOLD CUSTOMERS ON SELF-POLISHING WAX





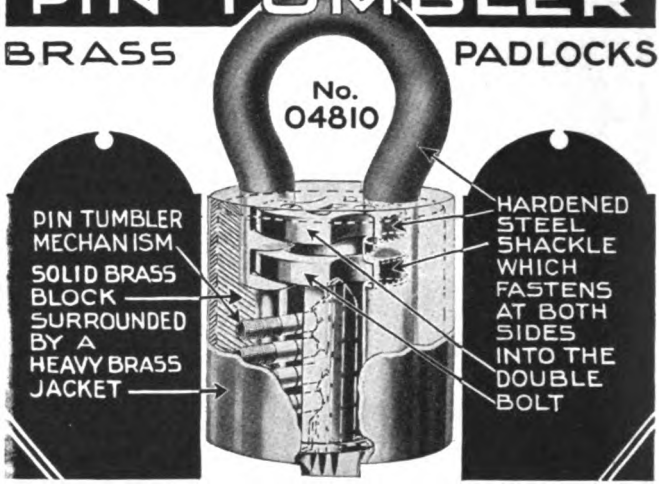


And the same profit story applies to

O-Cedar

POLISH, MOPS AND DUSTERS

EAGLE PIN TUMBLER BRASS PADLOCKS



INSIDE INFORMATION

EAGLE

A PADLOCK locks from the inside and holds against intruders from the inside. Hence, what is inside determines whether it will give REAL PROTECTION or only near protection.

Eagle No. 04810 brass padlocks assure utmost security of which a padlock is capable, because guarded inside by genuine Eagle Pin Tumbler lock work. You will make pleased customers and a better profit by selling these superior padlocks whenever possible.

• • •

The Eagle Quality Line

Night Latches	Store Door Sets	Wood Screws
Trunk Locks	Padlocks	Stove Bolts
Front Door Sets	Cabinet Locks	Machine Screws

EAGLE LOCK CO.

General Sales Office

26 Warren Street - New York

Branch Offices

521 Commerce St. Philadelphia, Pa. — 179 N. Franklin St. Chicago, Ill. — 114 Bedford St. Boston, Mass.

Works at Terryville, Conn.

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150 Attended Associate Congress of Marshall-Wells Co. in Portland



JAMES FEIR
Vice-President and Manager

MORE than 150 dealers, manufacturers and guests attended the seventh annual Marshall-Wells associate congress in the Marshall-Wells Company building, Fourteenth and Lovejoy Streets, Portland, Ore., Feb. 24, 25 and 26. It was a joint congress of the company's associated dealers and its selling staff.

The congress opened with an address of welcome by L. C. Falkenhagen, sales manager. The keynote of the congress was, "Planning and Working Together for a 25 Per Cent Increase in Business in 1936," with Seth Marshall, president, sounding the keynote and reviewing the year's program between the house and its cooperating dealers. Mr. Marshall told of efforts being made at all times to keep the dealers in competition and to keep them posted on new merchandise and new ideas for increasing store sales. He then reviewed the plans for 1936 and introduced James Feir, vice-president and new manager for the Portland house.

O. E. Stevens, retail manager, of the company's Spokane retail department, gave an interesting talk on "Retail Store Management." Drawing from his extensive experience in the mail-order chain field, he recommended a profit-sharing basis for retail clerks and the kind of store arrangement which makes selling easier.

M. R. Twiss, vice-president, in charge of sales, Zenith Machine Co., Duluth, presented an interesting talk and demonstration on "Why Washing Machines Should Be Sold



L. C. FALKENHAGEN
Sales Manager

by the Retail Hardware Store." He stressed that major item selling was vitally important to the hardware man's volume today.

W. L. Hempy, in charge of the associate division, presented the company's 1936 advertising and merchandise plans, stressing the efforts to produce ways and means for developing second sales on related items.

Walter Clark, manager, paint department, Duluth, gave the highlights of the 1936 paint selling program, and pointed out the need for control of paint stocks to permit more profitable turnover.

Ralph W. Carney, Coleman Lamp & Stove Co., Wichita, Kan., followed with his dramatic selling demonstration on quality automatic electric irons.

Tuesday morning George Ayre



SETH MARSHALL
President

talked on oils and greases, giving a selling demonstration on both bulk and package lubricants.

P. W. Bialkowsky, Pacific Coast manager, Crosley Corp., Cincinnati, presented the 1936 electric refrigeration line and its selling points.

L. C. Falkenhagen stressed the importance of uniform store identification so that all Associated stores would receive the maximum benefit from their various advertising promotions.

Wednesday morning H. M. Ward outlined the circulating heater and range lines, their competitive features, price range, and selling points. He was followed by R. H. Hollabaugh, who explained why hardware stores should carry plumbing goods and also told of new items in the 1936 line.

After the Wednesday luncheon, Monte Kelly, Pacific Northwest representative, Congoleum-Nairn, Inc., gave an outline of his company's line of floor covering and put on a selling demonstration suitable for dealer use.

On all three days luncheon and dinner were served in the company's lunchroom adjoining the Congress

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HERE IT IS!

the ONLY SPRAYER with ELECTRICALLY WELDED SEAMS



- DOUBLE ACTION LOCK
- LARGE OPEN HEAD
- RUBBER GRIPS
- HOT GALVANIZED AFTER FABRICATION

New "OPEN-HED" Sprayer

A new type Sprayer far superior to the old-fashioned Sprayer, and it SELLS FOR LESS.

Has BIG 5" TANK OPENING and is made of heavy raw steel, ENTIRELY ELECTRICALLY WELDED. AFTER tank is made, IT IS HOT GALVANIZED, which permits a heavier coat of galvanize to be applied, and prevents galvanize from rubbing off in process of manufacture. This tank will withstand 100 lbs. pressure, and will outlast TWO ORDINARY SPRAYERS. It is easy to fill, easy to clean, and can be wiped absolutely dry so that no moisture is left in the tank to rust.

The pump lock is easier to operate, swivel nozzle coupling permits instant adjustment of the nozzle—the refinements all the way through are so much better than the old-fashioned models that anyone who uses a Hand Sprayer will want one the moment he sees it.

If your Jobber cannot supply you, write us for the name of our nearest Jobber NOW. We will be glad to send booklet and prices. WRITE TODAY.



PATENTED AND PATENTS PENDING

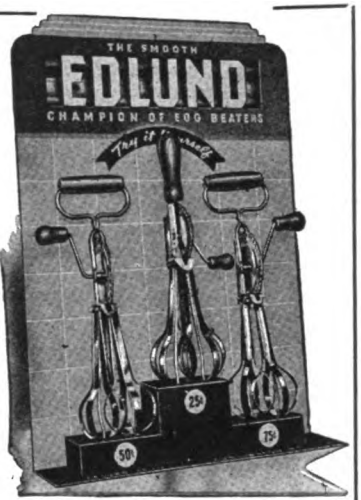


The E. C. BROWN CO.

750 MAPLE STREET, ROCHESTER, N. Y.

All types of Sprayers from Atomizers to Wheelbarrow Sprayers

DEALERS ARE Going into Action ON THIS FAST MOVING EGG BEATER DEAL



Introducing

THE EDLUND No. 5 Egg Beater



RETAILS 25 CENTS

The Edlund No. 5 is the last word in egg beater ingenuity. "It's the top"—and runs like a top, with greater speed and ease to the operator. Rugged construction and center drive action eliminate "wobbling" and vibration. Women like its smart modern design. This eye value makes it a quick seller.

Order a 2 Dozen assortment of our Egg Beaters from your JOBBER—at regular discount.

YOU RECEIVE FREE

A striking, practical counter demonstrator that invites attention, permits test and promotes rapid sales.

IN ADDITION YOU RECEIVE

Three (3) FREE beaters for your display. These free samples have a retail value of $1.50.

ALL THIS FOR AN ORDER OF ONLY $6.67
SEND FOR YOURS NOW

$1.50 IN FREE SAMPLES

Send the Coupon to your Jobber Today!

• • EDLUND COMPANY • •
MODERN KITCHEN TOOLS
BURLINGTON VERMONT

JOBBER'S NAME
.....
Please send one (1) EGG BEATER DEAL advertised by EDLUND CO., BURLINGTON, VT.
YOUR NAME
ADDRESS
CITY STATE

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"Red Devil" WOOD SCRAPERS Selling NOW For Spring Work



RED Devil TWO Blade Scrapers are among the best sellers in modern small tools, suitable both for skilled mechanics and home handy men. The three styles illustrated provide equipment for every kind of scraping job. Either blade used by simply turning handle over—two blade service for the price of one—quality tools—simple, practical, and priced to please customers. All Blades Retail 25c. pair. Stock for Spring Trade!

RED DEVIL GLASS CUTTERS

Make sure your customer gets a superior glass cutter! Red Devil 024 is best for amateurs and preferred by skilled mechanics. Wheels sealed in oil by airtight caps. One Dozen Display, as illustrated.

LANDON P. SMITH, Inc., Irvington, N.J., U.S.A.



Hall. A. L. Martinson, assistant sales manager, was chairman of all business sessions, and handled the meetings in a most commendable manner.

On the second and third days the dealers were divided into three groups for special group meetings. These were held in three series. H. L. George handled the house furnishing, tool and builders' hardware lines; Melvin Fray, automotive supplies and auto tires; A. A. Thirion, sporting goods and cutlery; E. O. Rauh, heavy hardware and farm supplies, and M. L. Murray, paint and paint sundries.

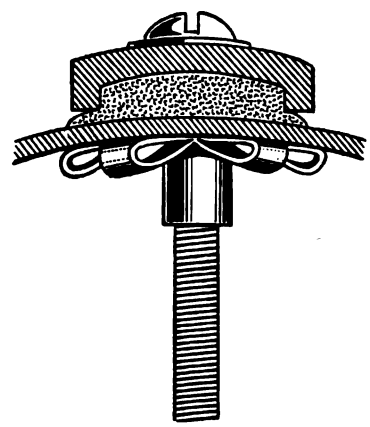
Wednesday evening a banquet was held in the Congress Hall lunchroom, where James Feir made appropriate closing remarks. Dealers came from Oregon, Washington, Idaho and California.

The 1936 Planning Board of Associate Dealers, which works with the Marshall-Wells' buyers and executives, was announced Tuesday morning. There are five dealers on the Associate Planning Committee and five on the Associate Advisory Board.

Planning Committee members are: W. B. Dingle, Dayton, Wash.; A. L. Wold, Issaquah, Wash.; F. G. Cearns, South Bend, Wash.; Merle F. Pettit, Coquille, Ore., and A. W. Metzger, Gresham, Ore.

Advisory Board members are: J. Lentz, Yakima, Wash.; H. E. Fisher, Enumclaw, Wash.; C. E. McCall, Vancouver, Wash.; J. E. Stearns, Oakland, Ore., and E. L. Starr, Silverton, Ore.

Boiler Plug



Molly Boiler plugs are said to insure a permanent repair and provide five points of contact on the outside, reaching out over a corroded area of 1⅛ in. It will not cut or pull through weakened walls, nor is it required to cut threads in thin and corroded spots of metal in order to hold. Circular available. *Croessant Machine Works*, Reading, Pa.

THE QUALITY GROUP

Bassick

HOUSEHOLD CASTERS
RUBBER CUSHION SLIDES



An investment of only **$14.75** puts this complete stock of quality casters in your store.

. . . And you get this practical, sales-producing display FREE!



Display block (8" x 12") with samples mounted on removable wooden plugs.

Dealers everywhere are enthusiastic about the Bassick caster display. One hardware man in Terre Haute, Ind., writes: "We did not know we could sell quality casters until we got your display block. Thanks."

Write for Complete Information

THE BASSICK COMPANY
Bridgeport Connecticut
Canadian Factory:
STEWART WARNER ALEMITE CORP. OF CANADA, LTD., BELLEVILLE, ONTARIO

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CAN A HAY FORK HAVE "IT"?

This is the age of "EYE APPEAL" in merchandise. Quality and Price must be right, too, but to attract the attention which results in sales, even a line of Steel Goods must have "LOOKS."

Knowing this, we offer you our ANNIVERSARY line of Farm and Garden Implements for 1936.

Because of 1—Outstanding Beauty, 2—Unquestionable Quality, 3—Completeness of Sizes and Styles and 4—Price, we believe you will find ANNIVERSARY the fastest selling line of steel goods you ever had in your store.

Strong Statements, perhaps, but easily checked with the facts.

Ask Our Salesman To Show You Samples

THE GEO. WORTHINGTON CO.

1829 Cleveland, Ohio 1936

SEND TODAY FOR CATALOG 100

CATALOG "100" DAISY RUBBER GOODS



CATALOG 100 *is Your Guide to Better Profits*

Send the coupon below or mail postcard for Free Copy of Daisy Catalog No. 100. Have on your desk this new book of quality household rubber supplies. Catalog 100 is printed in natural colors and contains hundreds of steady selling, quality rubber items, such as sink plugs, tubing, washers, bath sprays, rubber soles and heels, rubber cement, furniture casters, caster cups, etc. The wide margin of profit these hardware store items offer is sure to be tempting.



BLUE RIBBON RUBBER SOLES are BIG SELLERS-*Good Profit Makers*

The trend of the public is to fix their own shoes at home. That's why Blue Ribbon Rubber Soles and Heels are among the fastest moving items in the hardware store. Blue Ribbon Soles are easier to put on. They hold tight until worn out—wear longer and give better satisfaction, according to unbiased tests. Be sure to put in a stock of Blue Ribbon Soles. There are six sizes—three for men—three for women and children. These six sizes fit all sizes of shoes.

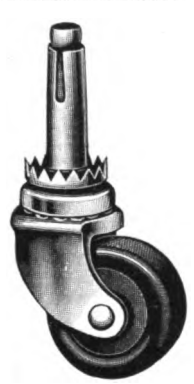


STOCK the DAISY LINE

Get the Daisy Catalog No. 100. Select from it the items you need in your store. Put in a Daisy Rubber Goods Department and watch it build up your profits. Few items sold in Hardware Stores make as much profit in volume as does the Daisy Rubber Line over a year's time.

Send Coupon TODAY

Below is a coupon for your convenience. Fill it out right now while you're thinking about it, and mail it. It will bring Catalog No. 100 by return mail, free and postpaid.



Schacht Rubber Mfg. Co.

Huntington Indiana

Factories at Huntington and Noblesville, Ind.

SCHACHT RUBBER MFG. CO.
Huntington, Ind.

Send us your Daisy Catalog 100 and prices.

Name

Name of Store

City..... State.....

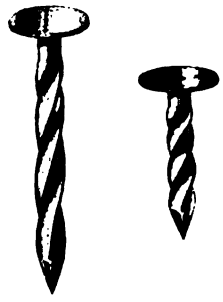
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What's New

for Retail Hardware Stores

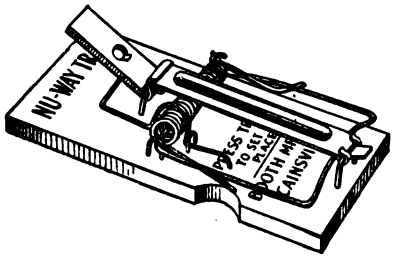
New and Improved Merchandise—Display Helps—Sales Literature—Window Trims—New Packages—New Colors—New Deals—Catalogs

Improved Roofing Nail



Deniston Plain Drive Screw Roofing Nail, the maker states, has the following features: nail blank is carefully made with a circular head in which the shank is exactly centered; thread of screw is cut to give positive turning action as the nail is driven; edges of the thread provide a strong grip; maximum practicable angularity or pitch is given to the thread. It is stated that because the thread is rolled after galvanizing on galvanized nails, the threads do not fill up with zinc nor are there lumps of zinc to roughen the surface of the nail and tear the fiber of the wood when driven. Nails are made in 10 and 11 gauge in standard lengths of ⅞ in. to 2½ in. Quantities per pound are from 280 to 115, depending on gauge and length. Price folder available. *The Deniston Co.*, 4856 South Western Ave., Chicago.

Nu-Way Mouse Trap



Safety trigger prevents trap from going off in the hand. Flat non-rust metal pedal is said to eliminate all manipulations and insure a perfect set. Pedal is thrown into place by pulling the jaw back. Wood bait holder. Size, 1⅞ x 3⅞ in. Packed in display cartons, 8 x 11. Two to a gross shipping carton. Suggested retail selling price, two for 5c. *Booth Mfg. Co.*, Gainsville, Mo.

Top-Of-Stove Glassware

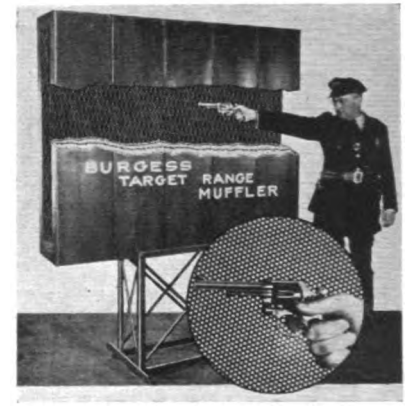


Newest addition to Pyrex Brand Ware for cooking directly over flame. For use on any type stove using any type fuel. Same dish may be utilized for baking and boiling. When handle is removed, it makes an attractive serving dish and is also convenient for storing foods in the refrigerator. Made of clear, transparent glass, which is said to retain heat and therefore keep the food hot longer. Makes for fewer dishes to wash. No. 6832, 1 qt. size with removable handle to retail at 95c.; No. 6833, 1½ qt. size with removable handle, at $1.25. *Corning Glass Works*, Corning, N. Y.

Tool Guide And Plan Book

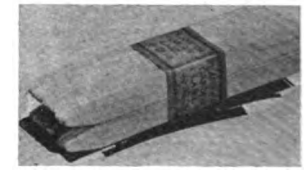
Plan book—36 pages and 16 plans telling how to make things with tools. Plans tested before becoming a part of the book. Dealer's cost 5c; selling price, 10c. Tool guide is a handy book on use of all common woodworking tools. It is illustrated and gives clear and concise instructions. Dealer's cost 15c; selling price, 25c. *The Stanley Rule & Level Plant*, New Britain, Conn.

Target Range Mufflers



Remove objectionable and distressing part of noise. Inner walls are perforated sheet metal with balsam wood between the perforated metal and sheet metal outer walls. "Official," illustrated, is 9½ x 42 x 72 in. long. Adjustable supports, 64 in. high, are available, or muffler may be suspended by ceiling wire. "Home Range" is 9½ x 14 x 48 in. long. Carriage to support muffler 48 in. above floor is available—has rubber-tired wheels. Range of vision is sufficiently ample for all standard shooting distances. Tentative list prices: "Official," $45 and $16 for carriage; "Home Range," $14 and $7 for stand. *Burgess Battery Co.*, Freeport, Ill.

Garden Labels



Are of white gumwood specially treated with a preservative which is said to insure long service. Size 6 x ⅝ in. Pointed for ease in insertion. Packed 40 to a bundle—bound with attractively printed green kraft label; 100 bundles to case. *L. Hyman & Sons*, 102 Prince St., New York City.

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ILCO Universal Door Check affords absolute speed control through double regulation.

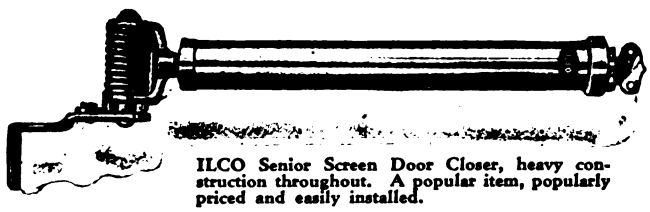
It keeps UP without Upkeep

That's why master-mechanics prefer the ILCO Universal Door Closer. No lost time installing. No special trips back to make changes and adjustments.

Another reason for the popularity of the ILCO Universal Door Closer is that it can be mounted on left or right hand doors, opening from inside or outside, without changing or reversing any of its parts. Its design, proportions and tolerances are planned to insure satisfactory service under all conditions, and its simple adjusting mechanism meets all possible speed requirements.

ILCO KEY BLANKS
See us first. We maintain an extremely large assortment at all times, and can fill orders from stock.

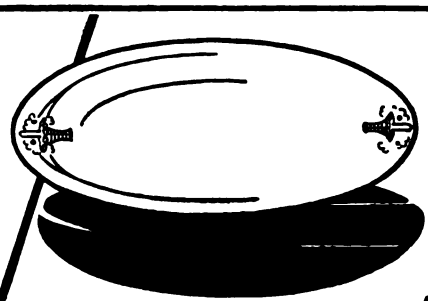
An ILCO customer is a satisfied customer. You will find satisfaction is a built-in feature of the entire ILCO line.



ILCO Senior Screen Door Closer, heavy construction throughout. A popular item, popularly priced and easily installed.

ILCO TRADE MARK
THE SYMBOL OF SUPREME LOCK PROTECTION

INDEPENDENT LOCK COMPANY
Fitchburg, Mass.



You can't EAT YOUR CAKE AND HAVE IT!

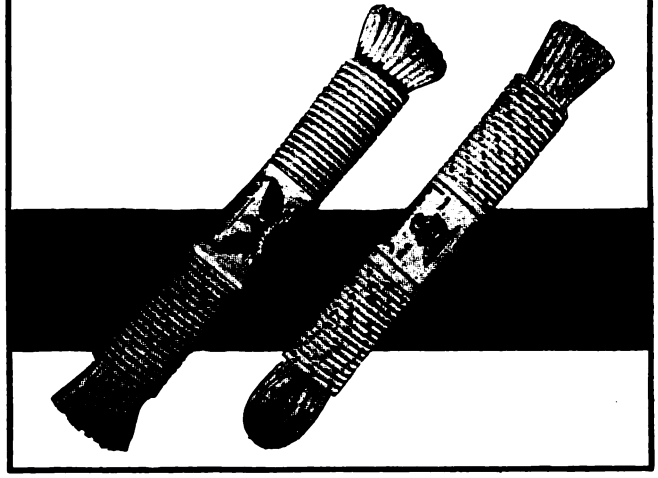
It is customary to think of a sale as a transaction bearing but one profit. But beyond that is a second profit—a greater one. It exists in every sale, large or small. It is the profit accruing from customer satisfaction, with the repeat business it brings.

If you would have your "cake" in the form of these surplus earnings, you can't let it be consumed by those products that lack the ability to create such customer confidence. Cheap sash cord is one of them. Ravel an end of it and compare it, with its soft, flimsy roving, loaded center and other substitutes for honest quality, with Samson Spot Sash Cord.

Samson Spot Sash Cord is free from such deceiving construction. It has a great number of fine 3-ply yarns to each strand. It is more firmly braided. It is smoother, firmer. That is why it resists wear over pulleys, and lasts twenty-five years or more, during which ordinary sash cord has to be replaced many times. It is always of one quality and always bears the Colored Spots —our trade-mark.

Phoenix Sash Cord is another "second profit" builder because it makes the best clothes line a woman can use. It is likewise free from the adulterants which weaken and cheapen a clothes line—make it stretch, shrink, snap and wear out so quickly. It has three times the strength of cheap line and provides just as much more in value and service. And it is good sash cord for use where the best is not needed.

SAMSON CORDAGE WORKS
BOSTON, MASS.



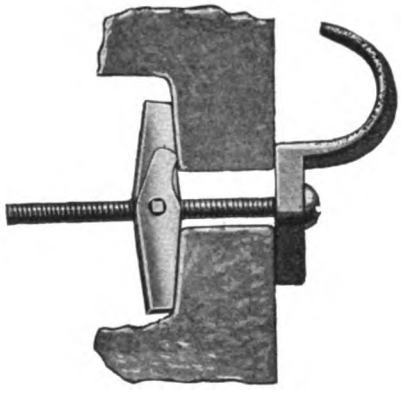
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Food Mill Display Rack



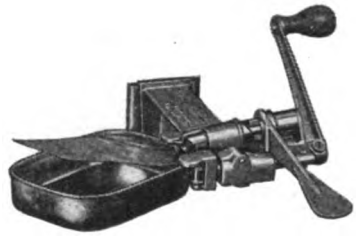
Adaptable for either counter or window display. Quickly set up. Display card is in two colors. This unit is available with an initial order for six Foley Food Mills, in either family or junior sizes or assorted. *Foley Mfg. Co.*, 9-11 Main St. N. E., Minneapolis, Minn.

Spring Toggle



Diamond—Made with two wings that engage a trunnion nut and a spring which forces wings outward when head has passed through wall. One end of spring is extended to prevent rotation of head while turning screw. Each wing complete toggle in itself. *Diamond Expansion Bolt Co., Inc.*, Garwood, N. J.

Smoothcut Can Opener



Has self-aligning roller guides to accommodate any shape can. Maker's claims are: It lifts the cover for removal at end of cut; leaves a smooth rim; juices will not spill; will not deposit chips or particles of metal in the food; has rotary cutter with mounting which adjusts itself to any variation of thickness in rim; ratchet wheel cushioned with spring to compensate for variations in thickness of can or extra thickness of seam. It is guaranteed for five years. *The Atlas-Ansonia Co.*, 54-62 Grant St., New Haven, Conn.

Bissell Sweeper



"Vanity" is of streamlined design with an attractively modern chromium trim. The sweeper is easy to operate. *Bissell Carpet Sweeper Co.*, 210 Erie St., N. W., Grand Rapids, Mich.

Rubber-Covered Gloves



These rubber latex-covered canvas gloves are said to be made of Canton flannel, chemically treated to insure penetration of rubber into fabric and to give added strength. Manufacturer states they are wear-resisting, flexible and waterproof. *Philadelphia Rust-Proof Co.*, Quaker Wares Div., 3229 Frankford Ave., Philadelphia.

Cyanogas Dealer Helps

Dealer helps for Cyanogas, a gas-producing powder for the extermination of ants, rats, moles, woodchicks and ground squirrels, include illustrated leaflets, electros for newspaper ads or circular printing, two color, 8 x 20, window stickers and three-color lithographed, 6 x 7 display cards. Special offer allows one free can with purchase of five one-pound cans or two cans with order of 10 half-pound cans. Order through wholesaler. *American Cyanamid & Chemical Corp.*, 30 Rockefeller Plaza, New York City.



According to the manufacturer of Stay-Tite glue, caulking compound, sealer, wood crack filler, XXX cement, this window display has found favor with dealers who have used it. *Stay-Tite Products Co.*, Cleveland, Ohio.

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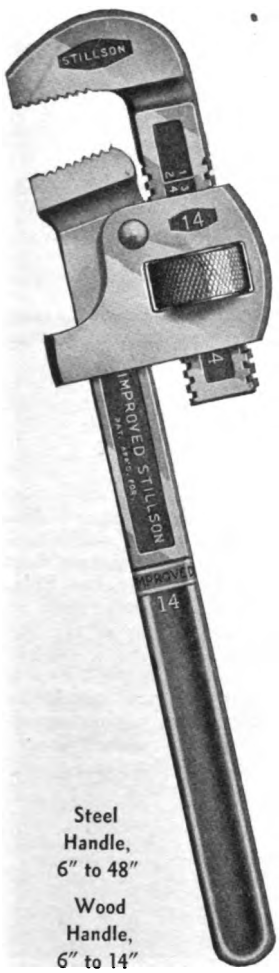
No Profits for BANDAGE MAKERS



with this

IMPROVED STILLSON

THERE are no exposed flat springs to break and cut the hand when using the IMPROVED Stillson Wrench by Ridge Tool. And when its husky jaws grip a pipe, they hang on . . . no slipping or skidding to bark a fellow's knuckles against a wall or bench.



Steel Handle, 6" to 48"

Wood Handle, 6" to 14"

The bandage and ointment makers aren't getting any profit out of this IMPROVED Stillson, but it's increasing wrench sales for dealers.

It is made with new cone-coil safety springs inside the sturdy housing. They can't fall out, and they won't hurt anyone.

These new springs make it a stronger wrench, too, with no pin holes drilled through the handle for flat springs to weaken it.

Both jaws and the handle are of heat-treated tool steel, and the frames are of a new heat-treated alloy metal, extra strong. There is a handy pipe scale on the hook jaw.

It's IMPROVED, but it's a Stillson and all parts are interchangeable with ordinary Stillsons.

The trade likes it, and you'll like the way it steps up wrench sales.

Ask your Jobber

Improved STILLSON BY RIDGE TOOL

THE RIDGE TOOL COMPANY, Elyria, Ohio, U.S.A.

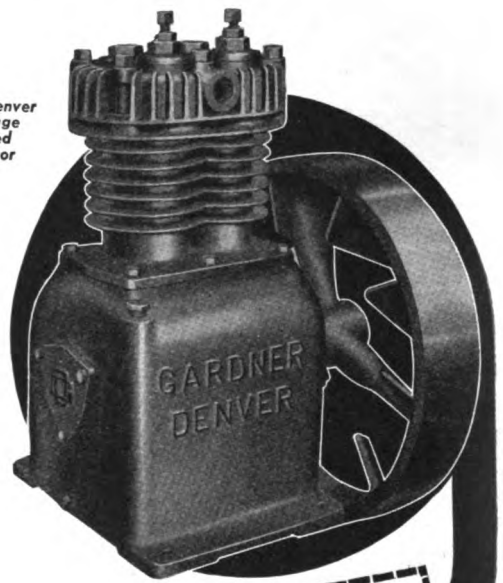
Manufacturers of RIDGID *Pipe Tools*

MONEY FOR YOU

In this LEADING Line of Air-Cooled Compressors

Here's a complete, *leading* line of air-cooled compressors which opens up a big replacement market for YOU. Gardner-Denver Air-Cooled Compressors get the business because they offer your customers exclusive advantages and higher-quality performance at low cost. These compressors are fast-selling items to garages and filling stations . . . battery, brake service and lubricating departments . . . washing, polishing, paint and trim departments . . . and to scores of industries. Liberal discounts to dealers. Write for complete information!

Gardner-Denver Single-Stage Air-Cooled Compressor



GARDNER-DENVER COMPANY
102 Williamson Street, Quincy, Illinois

I want to know more about the profit possibilities of your air-cooled compressors. Please send me the facts.

Name_____

Company_____

Address_____

GARDNER-DENVER

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More Sales More Profits For You!

In almost every magazine that you pick up you will see Plastic Wood advertisements that are building up these profitable markets for you — homes, home-workshops, boats, autos, schools, garages, carpenters, painters, boys, factories, etc.

Don't disappoint your customers with cheap substitutes—sell them Genuine Plastic Wood—the waterproof, weatherproof, greaseproof product that makes lasting repairs—repeat customers.

New Display FREE!

To tie up with this increased advertising campaign, send in today for the new, colorful Plastic Wood display card. Write The A. S. Boyle Co., (Inc.) Dept. HA-3, Cincinnati, Ohio.



New Catalogs

Nail Catalog And Book

. This combined text book and catalog on nails is 3½ x 6¼ inches and consists of 44 pages which illustrate every type of nail, the common defects in ordinary nails, how these defects may be overcome, analysis of a nail, etc. *The Angell Nail & Chaplet Co.*, 4580 E. 71 St., Cleveland.

Kitchen Wire Goods

Catalog No. 1092 of 40 pages describes and illustrates stamped steel kitchenware and hardware specialties. Contained therein is the complete line of Ace streamline strainers and kitchen tools. Other items are cutlery, mashers, whips, broilers, drainers, etc. *Hamblin & Russell Mfg. Co.*, Worcester, Mass.

Niagara Machines

Bulletin No. 70-C on complete line of Niagara machines for cutting circles and rings for slitting and flanging. Machines have many uses in the sheet metal contractor industry. Circle and Ring Shears give a wide range of diameter and eliminate cost of dies. *Niagara Machine & Tool Works*, Buffalo, N. Y.

Wire Screen Cloth

Catalog contains full information on all brands of wire screen cloth made by the New York Wire Cloth Co. and complete tables for computing square feet and prices. *New York Wire Cloth Co.*, 500 Fifth Ave., New York City.

Engineering Manual

This manual presents a review of the principles affecting the selection, application and operation of anti-friction bearings, and ball bearings in particular. Section I reviews the history and development of anti-friction bearings, with emphasis on the improvement in characteristics which have expanded their field of usefulness. Section II is devoted to an analysis of bearing selection, on the basis of type, size and desired life expectation. Section III reviews in detail the dimensions, load ratings and functional characteristics of a complete list of bearing types and sizes, including industrial pillow blocks and roller bearings as well as ball bearings. Section IV reviews shaft-fitting methods, housing and mounting instructions and advice on lubrications. Section V is a separately bound list of prices and weights, as of Jan., 1936. This manual, No. 35, is available without charge to executives and engineers responsible for bearing selection or maintenance. Address request on company letterhead to *The Fafnir Bearing Co.*, New Britain, Conn.



Sell a *set* instead of a single drill, easy if you have attractive compact sets to show like these.

Set No. 21, with its neat chrome-plated metal stand, holds 10 jobber's drills 1/16" to ¼".

Sets No. 10, 11, and 12 contain 13 or 29 jobber's and 60 wire gage drills respectively, in the neat, cadmium-plated holders, with hinged panels that work like the leaves in a book. Size, decimal equivalent, and tap size of every drill is clearly stamped on the container.

All priced to show a good profit to retailers. All guaranteed highest quality *"Greenfield"* drills. See *"Greenfield"* Catalog No. 35 for additional sets.

GREENFIELD TAP & DIE CORPORATION

Greenfield, Massachusetts

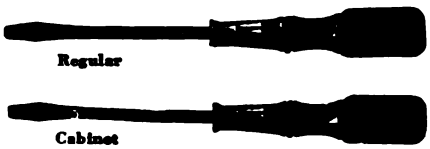
New York: 15 Warren St.
Chicago: 611 W. Washington Blvd.
Detroit: 228 Congress St. W.

GREENFIELD

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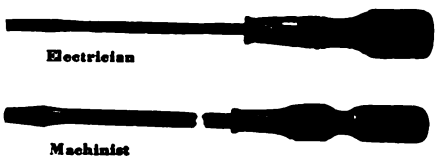
GENUINE CHAMPION SCREW DRIVERS

Have Withstood Every Test for 48 Years



Regular and Cabinet

"Regular" pattern in 10 sizes. Blade length 2½ in. to 12 in. Length overall 6¼ in. to 18¾ in. Diam. 3/16 in. to 7/16 in.
"Cabinet" pattern in 8 sizes. Blade length 2½ in. to 12½ in. Length overall, 6¼ in. to 16¼ in. Diam. 3/16 in. in all lengths.
"Special" pattern in 2 sizes. 1½ in and 1¾ in. blade lengths. Length overall 5¼ in. and 7¼ in. Diam. 3/16 in. and ¼ in.



Electrician and Machinist

Same construction as others.
"Electrician" pattern made lighter, in 8 sizes. Blade length 2½ in. to 12½ in. Length overall 6¼ in. to 16¼ in. Diam. of blade 3/16 in. in all lengths.
"Machinist" pattern in 5 sizes. Blade length 12 in. to 30 in. Length overall 21½ in. to 40½ in. Diam. of blade ½ in. in all lengths.
All patterns ½ doz. in box.

They "Make good" on every job because made right from end to end. Blade is forged from tough, durable steel, perfectly tempered—a special construction feature positively prevents the blade from working loose and turning in the handle. The handle is seasoned White hickory shaped to afford a firm yet comfortable grip.

Champion Screw Drivers come in 5 patterns, 4 of which are shown; also a "Special" in 2 sizes with 1½ and 1¾ inch blade lengths. There are 25 different sizes in all from 1½ to 30 inch blade lengths. Profitable sellers to Carpenters, Cabinet Makers, Electricians, Machinists and Home Owners.

Send for Tool Catalog No. 12. It describes complete line.

Ask Your Jobber to Supply You

UNION
HARDWARE COMPANY
REG. U.S. PAT. OFF. ESTABLISHED 1854
TORRINGTON, CONN.
NEW YORK OFFICE 151 CHAMBERS STREET

COMPARE!



Armor-D

The Perfect Shovel Handle

The cross-section view of an ordinary handle and of an Armor-D handle, illustrated at left, clearly shows why the Armor-D is a superior handle.

Note that in the Armor-D the wooden fork extends to the top of the handle, encased in an armor of steel reenforcing the natural strength of second growth Northern Ash. The ordinary shovel handle is just riveted on the end of the handle stem — merely an extension.

The Armor-D gives protection against weathering, checking and splintering. Patented rivet clips lock and hold the grip secure. The only grip that wear cannot loosen. Specify Armor-D — the most perfect handle yet made.

There is no wobble to an Armor-D

ASK YOUR JOBBER

A BW

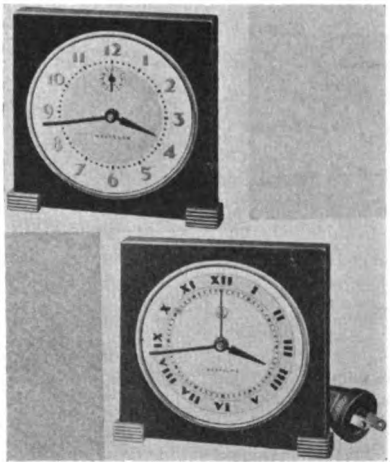
O. AMES
RED EDGE
PONY
BALDWIN
KNOX-ALL
BRONCO
MONONGAH
HUSKY
PEERLESS
3-STAR
PINNACLE
2-STAR

SINCE 1774

AMES BALDWIN WYOMING CO.
PARKERSBURG, W. VA. NORTH EASTON, MASS.

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Alarm Clocks



"Tide," upper portion of photograph, is a one-day alarm. Has lacquered metal case, black finish with nickel trim, back foot rest, two-tone dial—gray center with ivory tinted numeral track, modern figures and hands. Made in black finish only. List price, $1.95. "Country Club" is an electric alarm. Has lacquered metal case, black with nickel trim, back foot support, two-tone dial effect, Roman numerals, new type window alarm indicator, sweep second hand, low speed motor. Movement is rubber mounted. Made in black finish only. List price, $2.50. *Western Clock Co.*, La Salle, Ill.

Metco Food Grater



Suitable for cheese, crackers, chocolate, toast, cocoanut, nut meats and other dry foods. Has self - contained glass bowl. It is 7½ in. high, lightweight and easily cleaned. Packed in individual boxes. Plain finish retails at 69c; enamel finish with rubber base at $1.00. *Metwood Mfg. Co.*, Rockford, Ill.

Booklet On Life of Paint

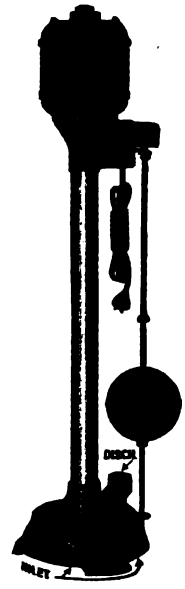
An informative 8-page booklet, just released, graphically emphasizes the dangers of adding too much drier to raw oil in the making of "home-made" boiled linseed oil. The contents point out that when the paint film drys too rapidly, a "burning line" is reached, where the film, after a short life, "burns up," and disintegrates. The subject is concisely treated, providing an interesting presentation of the drying time of linseed oil, showing how such drying time may be safely accelerated, without injury to the paint film. The booklet is entitled "Boiled Oil and the Burning Line of Paint Films," and copies are available upon request to *Archer Daniels Midland Co.*, Minneapolis, Minn.

Display Rack



Made of heavy wire, enameled green, 26 x 36 in. Six prongs in arch design hold heads only of tools. Card is in six colors. Side slots permit change of card. *Gardex Inc.*, Michigan City, Ind.

Sump Pump And Drainer



Vertical centrifugal with open impeller. Has bronze case and impeller, brass column, stainless steel shaft. Under side of bell shaped base, 9⅛ in. diameter, is protected by non-clogging brass screen. Motor, ¼ hp., 110 volt, 60 cycle, 1750 r.p.m., induction type. Has two ball bearings, drip proof, enclosed top. Underwriters approved 8 ft. rubber cord with flexible rubber plug. Automatic control switch. Copper float slides on brass rods with adjustable stops. Pump will remove water down to ½ in. deep. *The F. E. Myers & Bro. Co.*, Ashland, Ohio.

Injector Razor



Deluxe Model—Handle (designed to fit hand) in either onyx or black. Head is gold-plated and may be cleaned without touching blade. Blades automatically injected from metal, cartridge which holds them in oil. Packed in colorful molded boxes contained in cellophane-wrapped carton. List price. $2. *Magazine Repeating Razor Co.*, 230 Park Avenue. New York City.

Varnish And Display



Nu-Way, although applied with a cloth, is said to be neither a polish nor a liquid wax but a varnish. Made of Bakelite to give longer wear. It is said to be impervious to alcohol, hot liquids, water, strong soap or acid. Four sizes. List price, 20c, 35c, 65c and $1.20. Introductory offer—action display free with small assortment. *Sheffield Bronze Powder & Stencil Co., Inc.*, 55th & Woodland Sts., Cleveland.

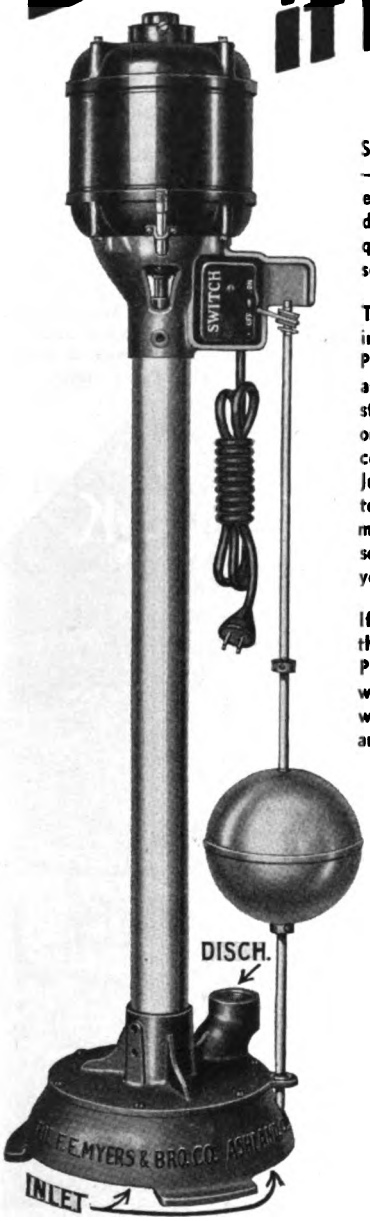
Furnace Pipe And Fittings

Catalog No. 35, on Furnace Pipe and Fittings, includes additional products recently developed and also contains descriptive matter and illustrations on Milcor Square Pipe and Fittings for Forced Air Systems. Also has several diagrams of typical problems. Arrangement of list prices permits the taking of a standard discount for practically the complete line. Catalog is spiral bound—50 pages. *Milcor Steel Co.*, Milwaukee, Wis.

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MYERS CENTRIFUGAL SUMP PUMPS

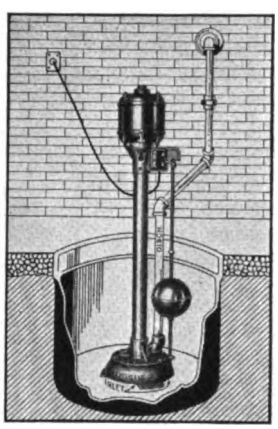
Drain when it Rains!



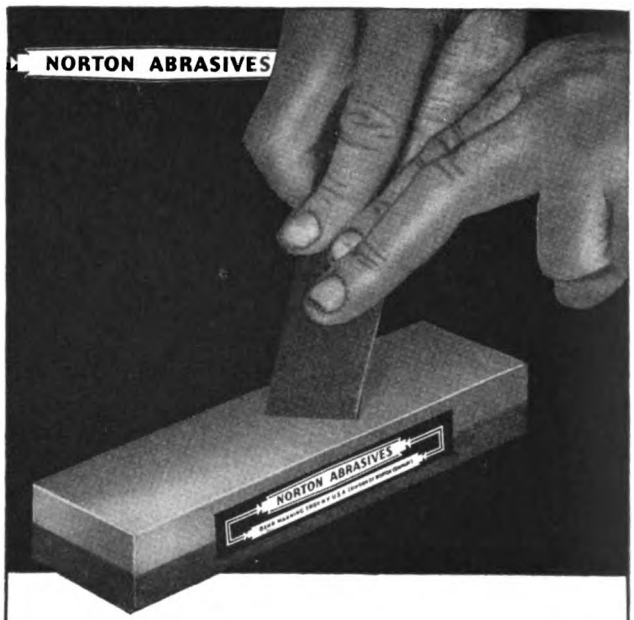
Seasonable thaws—sudden showers—heavy rains—spring brings flooded basements and cellars — the dread of property owners who frequently suffer inconvenience and severe loss during this period.

This then is the time to sell and install Myers Centrifugal Sump Pumps. Expertly designed, compact and durable, simple and easy to install, they automatically pump flood or seepage water from basement or cellar without care or attention. Just the service many of your customers will welcome as dry basement insurance through the spring season and all other seasons of the year.

If you are not already stocking the new Myers Centrifugal Sump Pumps, or if you are not familiar with their many improvements, write or wire us for new Bulletin and complete information.



THE F.E.MYERS & BRO. CO.
ASHLAND, OHIO
PUMPS-WATER SYSTEMS-HAY TOOLS-DOOR HANGERS



OILSTONES
For "Fussy" Customers

Oilstone users — Carpenters, Mechanics or Home Craftsmen — are usually "fussy" customers who know just exactly what they require in the way of *results.*

When you present NORTON ABRASIVES you show the one line that contains *an oilstone for every sharpening purpose.* A line that is *accepted as standard* by experts whose daily wage depends on the very keenest edges of every type from chisels and planes to surgeons' instruments.

Over 112 years of sharpening experience built into every item.

●

Let us send you descriptive literature and prices on these Oilstones, and the instructive booklet "How to Sharpen."

●

BEHR-MANNING
(DIVISION OF NORTON COMPANY)
TROY, N. Y.

Every Hardware Dealer needs:
- Crystolon Oilstones
- India Oilstones
- Washita Oilstones
- Hard Arkansas Oilstones
- Grinding Wheels
- Scythestones
- Axe Stones
- Pocket Stones
- Knife Sharpeners
- Razor Hones

Return the coupon for complete details on the "NORTON ABRASIVES" line and a copy of "How to Sharpen."

BEHR-MANNING • TROY, N. Y.

Please send without obligation Catalog No. 17 and a copy of "How to Sharpen."

Name_____

Firm_____

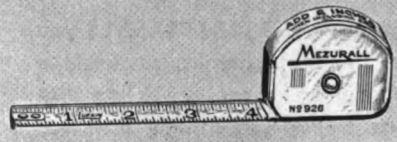
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LUFKIN
TAPES – RULES
PRECISION TOOLS

Another Hit!

"MEZURALL"
the New
LUFKIN
TAPE-RULE



for all measurements
Inside and Outside
HEIGHT AND DEPTH GAUGE
FLEXIBLE AND RIGID
MEASUREMENTS
The most practical
all purpose Tape-Rule
Sell the
"MEZURALL"
THERE'S A GOOD PROFIT
IN IT FOR YOU – –
Send for General Catalog No. 12

THE LUFKIN RULE CO.
SAGINAW, MICHIGAN, U.S.A.
NEW YORK
106-110 Lafayette St.
Canadian Factory
WINDSOR, ONTARIO

How's the Hardware Business?

(*Continued from page 71*)

seem to be signs that the recent widespread price-cutting has reached its limit, and that this past weakness will not prevent the reaffirming of current regular published schedules, for the second quarter.

* * *

Freight car loadings in the week ended February 22 set a five-year peak for the week despite a 7.1 per cent drop from the preceding week, due to the Washington's birthday holiday. The week's total traffic of 586,712 cars was 6.1 per cent above the corresponding week of last year, and 2.1 per cent ahead of two years ago. This was the thirteenth consecutive week in which the weekly total reached the highest mark comparatively in five years. Total loadings since the beginning of the year to February 22 were 4,815,106 cars, compared with 4,492,268 cars in the corresponding period of last year.

* * *

Employment in January, according to the national industrial conference board, decreased 8 per cent from December, but gained 6 per cent over January, 1935. Unemployed workers in January numbered 9,715,000, compared with 8,992,000 in December, 1935, and 10,340,000 in January, 1935. Compared with January, 1935, employment in January, 1936, improved 18.4 per cent in manufacturing and mechanical industries, 9.7 per cent in domestic and personal service, 5 per cent in transportation, 2.7 per cent in mining, 1.9 per cent in trade, and 5.4 per cent in miscellaneous industries. American Federation of Labor estimates are higher, setting the number of unemployed in January at 12,626,000 after an unusual increase from December to January. The Federation blames longer working hours and reduced manufacturing operations for the January job losses.

* * *

Cost of living in the United States made no considerable change in January as compared with December, according to the National Industrial Conference Board. Increases in the indexes of rents and coal were offset by declines in the indexes of food, clothing, and gas and electricity. Living costs in January were 3.9 per cent higher than in January, 1935, and 18.6 per cent

U S
STRAITLOK
POULTRY NETTING



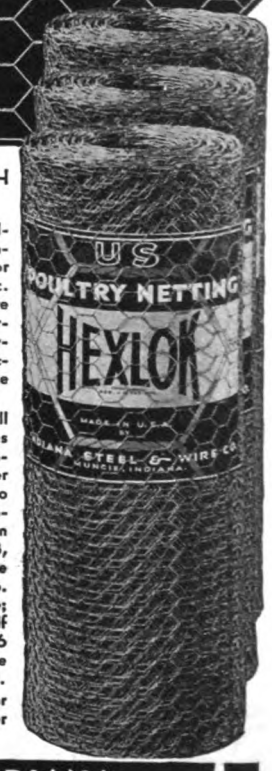
THE PERFECT STRAIGHT-LINE NETTING

You can reduce inventory, speed up turnover, increase profits, by concentrating on these trade-marked poultry nettings from one dependable source.

U. S. STRAITLOK Netting—the original straight-line fabric—is first choice everywhere for building poultry runs. It stretches perfectly to wood or steel posts; requires no top-rail, no baseboard; saves time, labor and expense.

Made of Copper-bearing Steel Wire in one and two-inch mesh, Galvanized Before or After Weaving. Heights 12 to 72 inches.

U S
HEXLOK
POULTRY NETTING



THE PERFECT HEXAGON-MESH NETTING

U. S. HEXLOK Poultry Netting creates entirely new standards for hexagon-mesh fabric. More uniform, more rigid, neater in appearance, superior in service, this improved netting is easier to handle and sell.

It is available in all popular standard widths and weights, Galvanized Before or After Weaving; heights 12 to 72 inches. The one-inch mesh is made in three weights: No. 18, 19 and 20 gauge; the two-inch mesh in No. 16, 19 and 20 gauge; the one and one-half inch mesh, in No. 16 gauge. All wires are Copper-bearing Steel.

Ask your Jobber or write us for further information!

INDIANA
STEEL & WIRE CO.
MUNCIE, INDIANA

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STRIKE OUT

FOR MORE BUSINESS

NOW!

USE–

Lists That Bring Maximum Success To Your Direct Mail Sales Promotion Advertising And To The Personal Sales Contacts Of Your Salesmen

We can supply you with the following lists:–

1333 Outstanding Major Hardware Retailers whose sales exceed $50,000.00 Annually. For $15.00

11458 Major Hardware Retailers whose sales exceed $30,000.00 Annually. For $6.00 per M.

6545 Hardware Retailers whose sales are $20,000.00 to $30,000.00 Annually. For $6.00 per M.

15772 Hardware Retailers whose sales are less than $20,000.00 Annually. For $6.00 per M.

33775 Hardware Retailers (Complete List). For $4.50 per M.

8144 Builders' Supplies Dealers. For $6.00 per M.

1043 Department Stores handling Hardware and Housefurnishings. For $6.00 per M.

We also supply lists of hardware retailers in one state or in as many states as may be desired. When more than 2000 names are purchased, the price is $7.00 per M names.

ALL LISTS ARE COMPILED IN LOOSE LEAF LIST FORM. WHEN DESIRED ON 3"x5" CARDS THERE IS AN EXTRA CHARGE OF 60c PER M. FOR THE CARDS.

WE ALSO DO ADDRESSING AND MAILING OF CIRCULAR MATTER AT REASONABLE RATES.

Ask for Details

HARDWARE AGE

Direct Mail Addressing Dept.

239 West 39th Street, New York, N. Y.



Observe the rules of wise conservation

It is your patriotic duty to help to restore and conserve American wildlife for your own enjoyment and that of future generations.

DU PONT
REG. U.S. PAT. OFF.

E. I. DU PONT DE NEMOURS & CO., INC.
Sporting Powder Division Wilmington, Delaware

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Ordering is *simple* for this retailer » »



HOW ABOUT YOU?

Do you waste your time writing, wiring, or telephoning for more recent information—or trying to keep an obsolete tight-bound catalog up-to-date by pasting in corrections? ● Save time and help yourself to increased new-goods business, by asking your wholesaler to supply you with a loose-leaf catalog. Then you file the new catalog sheet *where it belongs, the day it comes* — and you can put your finger on up-to-date information *instantly* — on any item. ● Tell your wholesaler's salesman you want this service. Write the house, too — they'll be glad to know of your interest.

Wholesalers: Write on your letterhead to THE HEINN COMPANY, Dept. 326, 326 W. Florida St., Milwaukee, Wis., for new book, "The Catalog Question," showing how you can furnish a modern, efficient loose-leaf catalog service at much lower cost per dealer per year.



HEINN MILWAUKEE **BINDERS**

Originators of the Loose-Leaf System of Cataloging

Branch offices in principal cities

higher than in April, 1933, the low point during the depression, but were 15.1 per cent lower than in January, 1929. The purchasing value of the dollar was 117.9 cents in January, the same as in December, as compared with 122.5 cents in January, 1935, and "par" (100 cents) in 1923.

* * *

Sharp increases in farm products were largely responsible for a small average gain, 1/5 of one per cent, in the index number of wholesale commodity prices during the week ending February 22, reported by the U. S. Bureau of Labor Statistics. The general index now stands at 80.8 per cent of the 1926 average. Farm commodities are away ahead of other lines in their regaining of values since March 1933, with a comeback of over 80 per cent. Foodstuffs at 52 per cent, hides and leather at 43 per cent and textiles at 39 per cent have made the next best showings.

* * *

Electric power output in the United States during the week ended February 22 showed a less than seasonal decline of 0.4 per cent from the preceding week but held 12.3 per cent above the similar week of last year. the highest on record for the week, the Edison Electric Institute announced. Production amounted to 1942 million kilowatt hours for the week, compared with 1728 million in the corresponding week of last year.

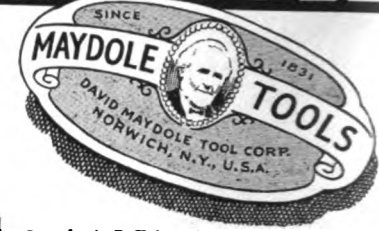
* * *

January exports of merchandise from the United States in January were reported by the Department of Commerce at $198,436,000, an increase of $22,213,000 over January 1935. Imports in January reached $186,915,000, a gain of $20,083,000 over the same 1935 month. For the seven months ended with January, exports totaled $1,456,089,000, and imports $1,240,246,000, gaining respectively 14.4 per cent and 29.5 per cent over the similar period a year previous.

* * *

Bank clearings for 22 leading cities for the five days ended February 26 totaled $5,018,780,000, an increase of 8.9 per cent over the like period last year, Dun & Bradstreet report. Despite the Washington birthday holiday, the gain over a year ago was better than in the preceding six days. In New York clearings made an increase of 6.9 per cent over a year ago, and in cen-

MAYDOLE



The LABEL OF QUALITY

When skilled mechanics see the name MAYDOLE on a Hammer, Wrench, Chisel or Punch, they know from past experience that the tool is of highest quality—of superior design and excellent workmanship.

They know too, that back of the Maydole Label is a Company which has been manufacturing quality Hammers and other tools for many decades—over a century to be more exact.

Sound Merchandising—Maydole Tools are sold under a clean sales policy, which provides for distribution only thru recognized dealers and wholesalers of Good Hardware.

Maydole Sales Representatives

SURPLESS-DUNN & COMPANY
74 Murray Street, New York, N. Y. — 34 No. Clinton Street, Chicago, Illinois

JAMES A. RIORDAN COMPANY
1600 East 7th St., Los Angeles, Calif. — 955 Bryant Street, San Francisco, Calif. — 5319 Admiral Way, Seattle, Wash.

DAVID MAYDOLE TOOL CORPORATION
NORWICH • NEW YORK

GET THIS CLOSER ...ON APPROVAL

See for yourself—It's the greatest Door Closer ever made.



Everedy's 1936 Door Closer with the "Double Jointed" door bracket is Easy to Sell because this exclusive feature makes it Easy to Install. Fool Proof.

Note to Jobbers and Dealers: Take advantage of Everedy's "Sample-On-Approval — Post Paid" Plan. Write for any Everedy item in which you are interested. SEND NO MONEY!

FOR SPRING AND SUMMER PROFITS



EVEREDY DOOR BRACES

Everedy Turnbuckle Door Braces eliminate "Door Sag." 16" to 72" in length.

EVEREDY DOOR GRILLES

Everedy Adjustable Screen Door Grilles prevent "Screen Bulge." Hand Woven and Expanded Metal. Fit door of almost any size.



Write Us Direct for Literature or "Sample-On-Approval."

Order From Your Jobber

THE EVEREDY CO. Frederick, Maryland

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REVOLUTIONARY

NEW WIPER BLADE

ENLARGED CROSS-SECTION OF HOLLOW PERFORATED BLADE
SUCKS IN THROUGH THE HOLES
CONSTANTLY CLEANS ITSELF

Actually WIPES CLEAN!

Ninety percent of your customers want a better wiper blade. Here it is!

Any motorist who picks it up will buy it. He can see at a glance that this carbon-base rubber blade, with its perforations and flexible wiping ribs, will keep his windshield cleaner and drier than ever before.

Write for complete information on this revolutionary Rex-Hide blade. It's a fast-selling profit-maker!

SALES HINT—for sleet removal and ice prevention, dip a pipe cleaner in glycerine, hang in hollow tube.

★All Metal Parts Stainless Steel

REX-HIDE, INC., East Brady, Pa.
MAKERS OF REX-HIDE CARBON-BASE BRAKE LINING

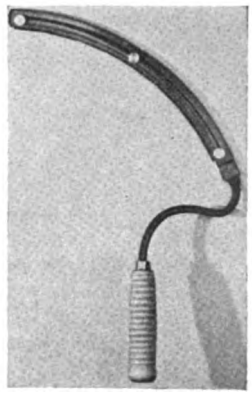
REX-HIDE
Balloon PERFORATED
WINDSHIELD WIPER BLADE

ONLY 35¢

Gras Shaver—The Super-Sickle

Edged With Razor Blades

Retails Profitably At $1.00 Complete With Blades



(Patent Pending)

A new tool primarily for lawn use, eliminates a great deal of the work that now has to be done with Clippers or Grass Shears. It

Actually Shaves Grass With Little Or No Effort

Uses any Double-Edged Razor Blades. No resharpening cost, as with an ordinary sickle when a stone-nick means a complete resharpening job. Made-to-last of durable Forged Steel with Non-Slip Grip Handle.

Sells soon as displayed. If your Jobber cannot supply —order direct, but try your Jobber first.

GRAS SHAVER COMPANY
90 AMES BUILDING, BOSTON, MASS.

We Welcome You Back to Memphis—

Southern Hardware Jobbers Association
American Hardware Manufacturers Association
in joint convention
April 20th

HOTEL PEABODY

"The South's Finest—One of America's Best"

F. R. Schutt
Vice Pres. & Gen'l Mgr.

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Who Said: "SAMPLES?"

Sure you can have some. Try POLLY-WADS yourself—see the "difference." These new, chemically treated papers polish ALL metals in a jiffy, including Silver, Brassware, Chromium, Aluminum, also Glass. No harmful ingredients. Will not scratch delicate plating.

POLLYWADS
Polishing Papers

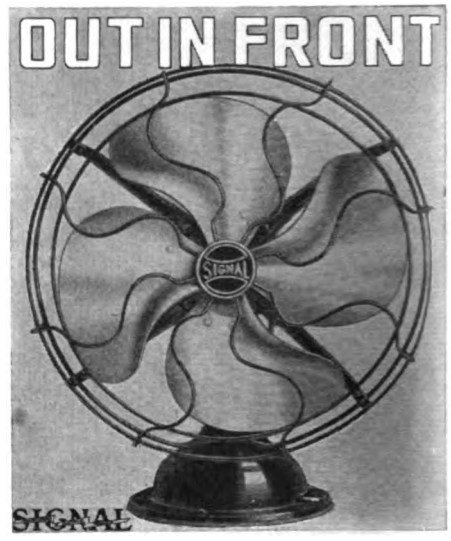
come cellophane wrapped, ten convenient size papers in strikingly attractive Red and Blue package to retail profitably at 10 cents. So completely satisfactory REPEATS follow soon as used. Packed 24 packages in Display Carton. Write for FREE Samples and our Sales Promotional Plan No. 1 Using Demonstrations.

PADCO, INC. 480 Lexington Ave., N.Y.

ters outside New York, a rise of 13 per cent over 1935.

* * *

Business profits in 1935 made some recovery, according to a tabulation by the Associated Press. Reports of 230 corporations for 1935 show an average 37.9 per cent gain in net income over the previous year. Looming large in this total are the earnings of General Motors—up 76 per cent—and United States Steel—reporting a small 1935 profit, against a huge 1934 loss. Omitting these, the gain for the 228 companies is 26 per cent. High on the list of increased profits are farm machinery, steel, automobile and auto parts, railroads, building equipment, and chemical firms. Among the major groups, railroads made the best percentage of gains, more than doubling their small 1934 net income. Industrial corporation net earnings picked up 50.5 per cent, communications, 18.5 per cent, and utilities, 5.8 per cent. Groups with profits under the 1934 level last year include retail trade, tobacco, oil, and foodstuffs.



SILENT BLADE FANS

The new Cool Spot line of popularly priced fans has everything it takes to make quick, profitable sales---
--- and satisfied customers.

A smart-looking fan line not only appealing in design but more serviceable than ever—as free from noise as modern engineering can make fans—a greater volume of air farther—evenly, smoothly, quietly. With Signal Fans go a reputation that's known far and wide for quality and service. Write now for Signal's new merchandising program.

SIGNAL ELECTRIC MFG. CO.
MENOMINEE, MICHIGAN
Offices in all principal cities
SIGNAL

Increase your sales

"Here you are, Sir. See that DATE-LINE? That proves they're fresh."



"That's a smart outfit, good people and good merchandise."



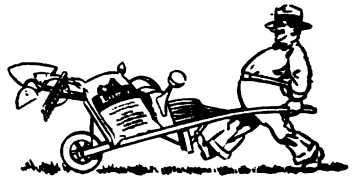
DO THIS—It takes only one second to point out that **"EVEREADY" BATTERY** Date-Line.

Portable Humidifier



Hexcel—Has self-contained electric heating element; 110 volts, A.C., 60 cycle; automatic shut-off switch. Evaporates over 1½ pints of water hourly. Capacity, 1½ gallons. Said to provide true filtered, washed, humidified, circulated air, simply and effectively. Made of copper. Height, 30 in.; diameter, 12 in.; weight, 25 lb. List price, $39.75. *Hexcel Radiator Co.*, Racine, Wis.

The best thing on earth for lawns and gardens



FREE Sales Helps

LŌMA'S 1936 dealer advertising material—new and colorful—includes:

3-Piece Window Displays — Counter Easels — Price Cards — Overhead Banners — Consumer Leaflets — "Good Gardening," etc.

Correspondence invited.

L Ō M A
61 Broadway, N. Y. C.

Lōma
THE PERFECT PLANT FOOD

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15,000,000 Worn-Out Mail Boxes Await Replacement

You can see hundreds of rickety mail boxes every day, disfiguring the entrances of otherwise attractive homes—an enormous market for *Mailmaster* Mail Boxes.

This is the season when Home Owners are thinking about "sprucing up", and now is the time to show them the

Attractive, Low-Priced Mailmaster

and other Fulton Mail Boxes to take the place of their present unsightly makeshifts.

Every Home Owner can afford the *Mailmaster*—a sturdy, high-quality box that retails for 75¢ or less . . . sloped roof keeps out rain and snow . . . door hinged at top closes of its own weight.

Write for information and prices

PATENT NOVELTY COMPANY
305 Eighth Ave. Fulton, Illinois

POLLY PRIM Dust Pans
POLLY PRIM Recipe Cabinets
RUST-RESISTING Mail Boxes
POLLYANNA Dust Pans
JUMBO Fire Shovels
FULTON Crumb Sets
FULTON Document Boxes
BLUE-BIRD Indoor Clothes Lines



• After all, you're really selling *satisfaction* when customers repeatedly come back for more. And the success of your business depends largely upon repeat sales.

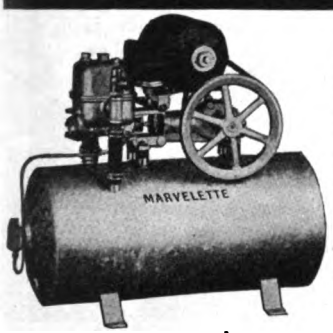
• Steady, substantial profits are made when you sell HOLTITE Products, for these dependable, widely used assembly units give complete satisfaction at all times — under the most exacting conditions. Stock the complete line.

Sold through Hardware Jobbers

CONTINENTAL SCREW CO.

SOUTHERN BRANCH 1421 Fort Street Chattanooga, Tenn.
Office & Factory NEW BEDFORD Massachusetts
WESTERN BRANCH 6529 Russell Street Detroit, Michigan

SELL WATER SYSTEMS *that PROTECT YOUR PROFIT!*



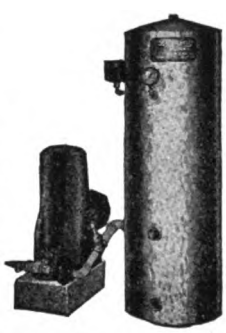
Deming offers you everything you need to make and *protect* water system profits. Two of many outstanding Deming VALUES in Water Systems are illustrated.

For Shallow Wells
The Deming "Marvelette"
$52.75 and up
F.O.B. SALEM, OHIO

Full Cushioned Power. Noiseless. Automatic Air Control. Repulsion-Induction Motor. Stainless Steel Piston Rod. Capacity 250 gallons per hour.

For Deep Wells
Deming Fig. 562
Worm Drive Water System
$95.00 and up
F.O.B. SALEM, OHIO

Ball bearing equipped. 5 inch stroke. Exceptionally quiet in operation. All working parts fully enclosed. CYLINDER REGULARLY included in list prices.

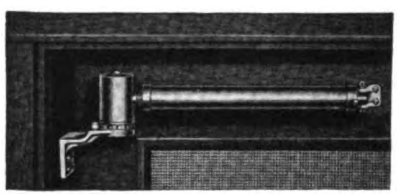


Write for complete information

THE DEMING COMPANY
35 BROADWAY • • SALEM, OHIO
PUMP MANUFACTURERS SINCE 1880

TRADE **CHICAGO** MARK

CHICAGO CHECKING DOOR CLOSER



Type 25

New and Improved

The new Type 25 Chicago Checking Door Closer has been designed as a strictly quality product suitable for Screen Doors, Combination Doors and Light Interior Doors.

Send for full information regarding this popular New Closer. It has many excellent selling features that will appeal to your customers.

Chicago Spring Hinge Company.
CHICAGO NEW YORK
U. S. A.

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OBITUARY

JOHN SORN, SR.

John Sorn, Sr., 72, retired hardware merchant, died suddenly Feb. 22 at his home in Mount Healthy, Ohio.

PETER DUNKIRK

Peter Dunkirk, 79, prominent Union Grove, Wis., hardware merchant, died suddenly at his home there. Mr. Dunkirk had been in the hardware business in Union Grove for the past 43 years. Two daughters survive.

WILLIAM M. KANE

William M. Kane, 42, representative of the Patterson Sargeant Co., Cleveland, Ohio, manufacturer of paint, died suddenly Feb. 24 in a dentist's chair where he had gone to have some teeth extracted. Mr. Kane had made his residence at 89 Newbury St., Hartford, Conn., since coming there nine years ago to represent his firm in Connecticut and Massachusetts.

He had been with Patterson Sargeant since the World War and before coming to Hartford, he represented his firm in Kansas City, Mo. Mr. Kane was also a member of The Nutmeggers. His widow and a daughter survive.

J. JEROME BYRUM

J. Jerome Byrum, 55, one of the founders of the Byrum Hardware Co., Ensley, Ala., died of pneumonia at a Birmingham hospital Feb. 27. He was with the store for 30 years. Two brothers survive.

J. A. HORNE

J. A. Horne, 54, hardware merchant of Coleman, Tex., passed away recently. In 1907 with Oscar Beck, he established the Horne-Beck hardware store and funeral home. In 1918, Mr. Horne purchased his partner's interest and since had been the sole owner. He leaves his widow and two sons.

JOHN D. WILLIAMS

John D. Williams, 74, in the hardware business in Sulphur Springs, Tex., for more than a half century, passed away recently. He leaves his widow.

EDGAR O. CHRISTENSON

Edgar O. Christenson, 54, in the hardware business in Hartford, Wis., for 29 years, passed away recently of a heart attack. He operated the firm of Leech & Christenson. His widow and two daughters survive.

ALEXANDER D. PERRY

Alexander D. Perry, 68, a hardware dealer in Belvidere, N. J., for more than 40 years, died Feb. 16. He had been in poor health for a year. He is survived by his widow and four sisters.

JOHN DUFFY

John Duffy, 66, president of the Grand Rapids Hardware Co., Grand Rapids, Mich., and prominent citizen of that city, died Feb. 10 after a long illness. He was chairman of the Michigan Trust Co. and a well-known philanthropist and clubman. He leaves his widow and a daughter.

U. S. "Approved" Forest Camping Outfit Featured by Montana Hardware

A special "forest" outfit was featured by the Montana Hardware Co., Butte, Montana, last summer. Priced at $3.50, it included a sturdy collapsible bucket, a camp axe and a camp shovel, all required by the United States forest service for campers in government-controlled forests. Six rules for preventing forest fires were given in the accompanying copy. "Get Out and Get Under the Sky" was the caption of the general ad promoting all types of camp goods. "Spend the week-ends out in the glorious out-of-doors and take the kids along. Go vagabonding. Get out and sleep under the sky. It's summer and worth a million dollars just to be alive. But when you go . . . go with the comfort and convenience our camp goods offer."



Tucker Catalog

"House of Tucker"—illustrates part of line of recliners, rockers, straight and yacht style chairs in actual colors. Introduces additions to line of juvenile and toy furniture, new line of folding chairs and float for artificial bait fishing. *Tucker Duck & Rubber Co.*, Fort Smith, Ark.

Blue Book Of Saws

This catalog is attractively printed and bound in blue, gold and buff cover. It gives full descriptions, specifications, data and illustrations. There are 13 major departments with a complete department index beginning at each chapter; Circular Saws, Band Saws, Saw Tools, Machine Knives, Metal Saws, Cross Cut Saws, Wood Saws, Hand Saws, Pruning Saws, Butcher Saws, Trowels, Specialties and Files. This is followed by a complete cross index. A simple telegraphic code is included, which will save money when making telegraphic communications. *E. C. Atkins and Co.*, 410 South Illinois St., Indianapolis, Ind.

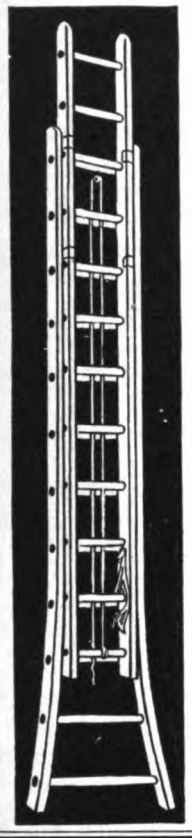
"World Time" Clock



Gives the time in various parts of the world in relation to the time at the place where the clock is situated. It is valuable for short-wave broadcasts, national and international business, travel, etc. Case is mahogany finished, 3½ in. across the base and 8¾ in. high. No. 110 is fitted with electric movement; No. 4272 with 8-day spring movement. *Wm. L. Gilbert Clock Corp.*, Winsted, Conn.

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4 Reasons Why



RICH LADDERS

Are the Dealer's "Best Bet"

1. Outstanding Quality. Made of carefully selected, air-dried, clear spruce with rust-resisting cadmium-plated hardware. Unequalled for strength, safety, durability and light weight.

2. Priced Right. The customer gets extra big value for his money—and your profit is right!

3. Complete Line. Extension, step, fruit picker's, paper hanger's, painter's and every other type of ladder in every wanted size. The Rich line will meet every ladder need of your trade.

4. Quick Shipments. Warehouse stocks at convenient points combined with complete modern manufacturing facilities insure prompt shipment of your orders.

Ask Your Jobber

—or write us for complete catalog of ladders, ironing tables, step stools, wash boards, clothes props and other fast-selling profit-makers.

The Rich Pump & Ladder Co.
1028 Depot Street
Cincinnati, Ohio

ONE-HAND POWER-MOWING

is easiest to sell!



"One-hand mowing" — just stroll along and guide the whirling reel . . . that's how far away from two-hand, back-bending yard work your power-mower prospects want to get!

LAWN-BOY is easiest to sell because it's more than a hand-mower with a motor attached—it's designed from the ground up to meet the problems of the average lawn. A youngster can operate it. 20c pays for a day's fuel. Hundreds in use. 5th successful year.

Dealers—Write for profitable proposition.

EVINRUDE LAWN-BOY
1602 W. Hope Ave., Milwaukee, Wis.

18" Cut
95 lbs., won't pack soil
Free-wheeling
4 Cutting Heights
Trims 6" Closer than Hand Mower

$110
F.o.b. Factory

Rubber tires optional at moderate cost.

PREMAX SPRINKLERS
GUARANTEED A LIFETIME!

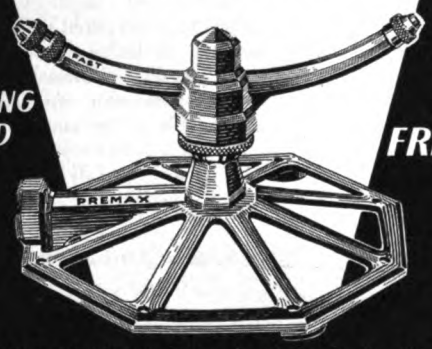
EXCLUSIVE SALES FEATURES

Make Volume Business—Profits—and Customer Satisfaction

SECOND—The PREMAX Floating Head Sprinkler discharges 1½ times as much water as a leading competitor in the same price class, and over twice as much as a prominent higher-priced mode, *under identical conditions.*

PREMAX gives him a guarantee that this is *one* sprinkler that just won't wear out. It meets his needs—and that means ready sales everywhere.

Get Bulletin HS-36 and prices.
Your Jobber can supply you.



FLOATING HEAD

NO FRICTION

PREMAX SALES DIVISION, Chisholm-Ryder Co., Inc., Niagara Falls, N.Y.

You Can BANK on "BLACK LEAF 40"

The Many Year 'Round Uses Mean Constant Turnover and Extra Profits for You



"Black Leaf 40" is a constant, year 'round profitmaker. Because of its many uses it is always in demand. This constant demand means extra profits for you and eliminates the need of carrying a wide stock of insecticides.

The ever-growing popularity of "Black Leaf 40" is due to just one thing—RESULTS. "Black Leaf 40" kills both by contact and by fumes. It kills aphis, leaf hopper, red bug, thrips, etc.; aids in the control of insects that damage fruit; kills scab and ticks on sheep and lice on livestock; a little sprayed on shrubs and evergreens keeps dogs away and prevents staining. It is a most efficient and economical means of delousing poultry.

NATIONALLY ADVERTISED

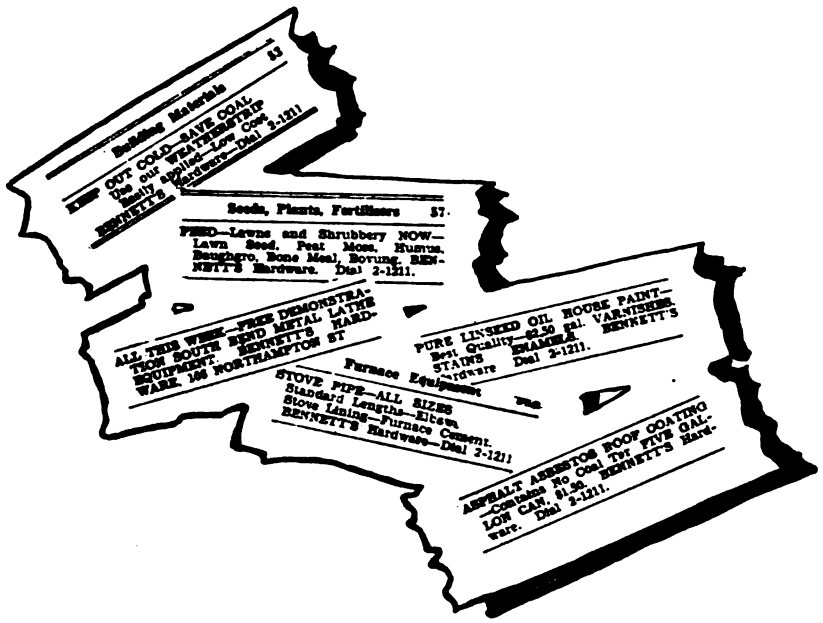
Whatever the season there is always a strong advertising campaign behind "Black Leaf 40". Advertisements in nearly 4,000 publications help you sell. Check over your stock, be sure you have plenty of all sizes on hand. Ask your jobber or write direct for display material to help you sell "Black Leaf 40."

"Black Leaf 40"

Tobacco By-Products & Chemical Corp.
Incorporated Louisville, Kentucky

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Classified Ads Help Sell Merchandise for Bennett Hardware



A FOUR-LINE classified ad in the local newspaper each day costs the Bennett Hardware Store, Easton, Pa., $1.40 per week. These classified ads are used to promote items for which the number of prospective customers is limited. Display advertising is used to feature items of general appeal.

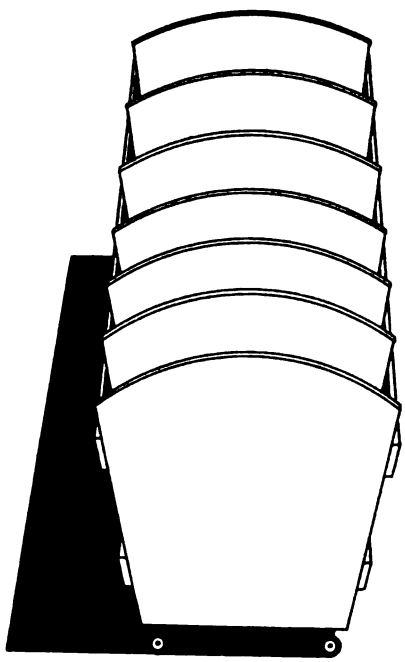
"In previous years we relied almost entirely on direct mail to promote special items, such as machinist's tools, bricklaying tools, etc. We had built up mailing lists covering practically every classification of trades, but we found that under present conditions a large number of these people are not employed or will not be in the market for tools until more steady employment is assured.

"Instead of wasting a large amount of time and postage in mailing letters we are now advertising these items in the classified columns, and the results prove that mechanics who are interested read these ads because we have had response to every advertisement that has appeared so far.

"We change the classified copy twice a week, but always use four lines. This seems to be a good and inexpensive advertising method to dispose of surplus items as well as special tools and equipment."

Garden Hose Display Fixture

THE management of the Arcadia (California) Hardware Store has contrived a convenient fixture for displaying garden hose without taking up much floor space. It is illustrated in the accompanying sketch.



The fixture in some respects resembles a cradle with castors instead of rockers. It is divided into eight narrow compartments by partitions placed on 9 inch centers. There is sufficient space in each compartment to accommodate two 50-foot rolls of hose, which may be displayed better on end than coiled on the floor, according to G. S. Eberly, one of the proprietors. Therefore 16 bundles of hose may be displayed on the fixture which requires not more than 6 feet of floor space 18 inches wide. Since it is on castors, the fixture may be shifted to any point in the store, or moved into the entranceway, as desired.

Anna And Andy Sponges, Etc.

The importance of modern merchandising ideas has been recognized in marketing the "Anna and Andy" lines of sponges and chamois. Each sponge has a handy hanger tape, is sterilizer, and sealed in cellophaone. Special vending units, in colors, and of special types, have been designed to increase the salability of the sponges. Each chamois is now packed in a colorful "comic page" envelope having human interest and display value. Stand-up easels quickly transform the chamois package into an excellent counter display, which takes up little space. Both products are approved by the "Good Housekeeping Institute."

Eye-catching window or counter cards; a pamphlet which shows dealers several ways to dress windows or counters with sponge and chamois displays; window streamers, and trade and consumer advertising are other helps embraced by the merchandising program, which has been prepared with a definite appreciation of dealer problems. In addition, a unique electrically operated window display unit will shortly be made available by the company. *American Sponge & Chamois Co., Inc.*, 47 Ann St., New York City.

Sprinklers And Accessories

Catalog A—23 pages. Allen lawn sprinklers and garden hose accessories. Gives complete specifications and price information—illustrated in colors. *W. D. Allen Mfg. Co.*, Chicago.

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Order from your jobber today . . . then display this compelling display container for MORE plug fuse sales!



Carries Underwriters' Label

THE CHASE-SHAWMUT CO.
NEWBURYPORT - MASS.

FUSE SPECIALISTS SINCE 1893

You Should Know About CUPRINOL

REG. U. S. PAT. OFF.

It is the invention of a Danish scientist, used most successfully in Europe for over 20 years, and now made available to the American hardware trade as a new item for profitable sale to the house owner, farm owner and boat owner.

Prevents Rot, Decay, Mildew, Fungus Growth and Termites

CUPRINOL is a liquid containing organo-metallic salts which penetrate the fibres of wood and fabric to form a protective coating which is insoluble in water, and non-volatile. It is a definite protection against mildew, wet and dry rot, fungus and insects—including termites—that will have immediate appeal wherever wood and canvas is used.

For Wood and Canvas

Made in two grades: "Cuprinol for Wood" and "Cuprinol for Canvas." In pint cans at 75 cts., 12 in Display Cartons, $9.00 less 33 1/3%; quart cans $1.15, 6 to a carton, $6.90 less 33 1/3%, retail discount. Information and prices on larger units on request.

Through Your Wholesaler

CUPRINOL
REG. U. S. PAT. OFF.

CUPRINOL, Inc.,
1190 Adams Street Boston, Mass.

ALLIGATOR

TRADE MARK REG. U.S. PAT. OFFICE

STEEL BELT LACING



Alligator Steel Belt Lacing "Never Lets Go." The most universally used belt lacing on earth. Supplied in steel, "Monel Metal," and alloys in eleven sizes for belts up to 5/8 in. Standard boxes, "Handy Packages," and long lengths.

Not sold by any mail order companies under its own or any other name. Specify "Genuine Alligator Steel Belt Lacing." Order through your jobber.

Sole Manufacturers

FLEXIBLE STEEL LACING CO.
4616 Lexington Street, Chicago
In England at 135 Finsbury Pavement, London, E.C. 2

Gottschalk's

METAL SPONGE





Trade Mark

This is the original sanitary metal scouring device and is accepted as a standard by which all imitations are compared. Now advertised to over 16 million families each month. Leading dealers everywhere are displaying this fast-selling household item.

METAL SPONGE SALES CORP., Philadelphia

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SHERMAN
Brass Fittings
for
Spray Outfits
are
POPULAR SELLERS


Fig. 65

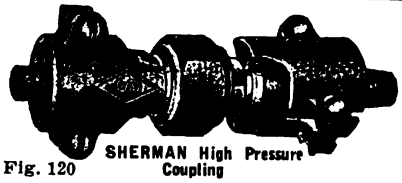

Fig. 63-A

A high-grade thoroughly dependable line. Every fitting made of durable BRASS especially designed to withstand the heavy pressure and severe usage to which Spray Apparatus is usually subject.

Fig. 120 shows High Pressure Coupling used in connection with spraying and car washing, and for heavy duty service on steam, air or water hose. Fig. 65 shows Spray Head and Fig. 63-A Angle Y. Send for Literature on complete line of Brass Spray Fittings.

Sold through Jobbers.

H. B. SHERMAN MFG. CO.
Battle Creek Michigan


Fig. 120 SHERMAN High Pressure Coupling

ESICO SOLDERING IRONS ARE EASIER TO SELL



FREE!

Now you can get this beautiful eye-compelling display — free. You don't have to do anything but unwrap it and hang it on your wall over the counter. Then watch it do its own selling!

Wherever ESICO displays are featured at the point-of-sale, electric soldering irons are SOLD!

Today—like so many hundreds of our dealers, convince yourself! Order one of these "self-merchandising" displays from your distributor now—or write us direct, giving your distributor's name, so that we can bill the order through him. A quality product plus proper merchandising assures you of a guaranteed profit—and "easy selling"!



ESICO

ELECTRIC SOLDERING IRON CO., INC.
342 West 14th Street, New York, N. Y.

New Catalogs

Waterproofing

Rainy Day—is applicable to anything made of cloth, canvas, leather or wood. Maker claims it will not stop pores of material and makes leather soft and pliable; does not make articles greasy, oily or heavier. *Protection Products Mfg. Co.*, 503 New Centre Bldg., Detroit, Mich.

Dust Mop

Dispo—utilizes a roll of tissue, chemically treated to pick up dirt. Outside layer is torn off as it becomes soiled. Attachable to long handle. List price, 69c; refills, 10c. *Hunter Products Co.*, 6 N. Michigan Ave., Chicago.

Dish Rack

Dutchman's—4¾ in. wide and holds 12 full-size dinner plates in rubber mountings. Adjustable to widths. Available in red, green, ivory and black. Two or more may be fastened together by special clip. List price, 50c; chrome finish, 75c; clips, 5c. *G. N. Coughlan*, Orange, N. J.

Acco Utility Jack

Suitable for stretching, pulling, binding or lifting. Capacity 4,000 lbs. Consists of frame with operating parts, 10 ft. anchor chain. Eccentric axle transmits power through two pawls engaged in the wheel. *American Chain Co., Inc.*, Bridgeport, Conn.

Lantern And Battery

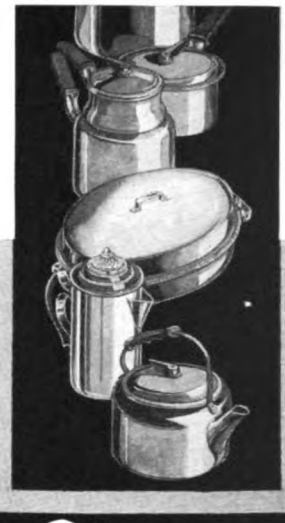
Twin-Six Lantern reduced to two lbs. and 33 per cent in weight. Switch is on handle to facilitate one hand operation. Uses 3-volt battery with only two connections. Focuses without removing glass lens. The General Utility Battery is said to equal two old type No. 6 cells. Reduced 40 per cent in weight and 30 per cent in size. Said to be leakproof and moistureproof. *Burgess Battery Co.*, Freeport, Ill.

FHA Booklets

"If You Want a Better Home" and "How to Have the Home You Want." First explains operation of home modernization loans up to $2,000. Latter gives detailed information about loans and illustrates types of homes and improvements. Limited copies of each supplied without charge. *Federal Housing Administration*, Washington, D. C.

Masback Catalog

No. 36—767 pages illustrating and describing the lines stocked by the firm. The catalog has been rearranged to provide a more logical sequence of merchandise. At the bottom of each page is a different promotional line. Complete alphabetical index. *E. R. Masback Co., Inc.*, 326-328-330 Hudson St., New York City.



Lifetime
STAINLESS STEEL WARE
TO RETAIL AT PRICES COMPARABLE TO ALUMINUM *and* **ENAMELWARE**

Women prefer stainless steel. It's new. It harmonizes with every kitchen color scheme. It's modern. And now it's priced to sell in volume.

Your Jobber has a 50% Margin deal for you.

STAINLESS STEEL PRODUCTS COMPANY
LaGrange, Ill.

Rollfast
ROLLER SKATES



The big steel balls make them sturdier . . .

D. P. HARRIS HDW. & MFG. CO., INC.
D. P. HARRIS BLDG., NEW YORK, N. Y.

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THE MODERN COFFEE MILL for MODERN KITCHENS



The Arcade Crystal Aromatic Coffee Mill has style aplenty . . . modern style that adds tremendously to its sales appeal . . . but the designers did not stop with beauty alone. They produced the most efficient mill as well. There is an air tight glass hopper . . . a graduated receiving cup for measuring . . . and an improved type of grinding burr which permits grinding to any degree of fineness from coarse to pulverized. Ask your jobber to supply you.

ARCADE

CRYSTAL AROMATIC COFFEE MILL

ARCADE MFG. CO., FREEPORT, ILL.

ARCADE HARDWARE

A CURRENT PROFIT LEADER EVERYWHERE



USALITE TRADE MARK **"SHO-BLO" FUSE PLUG**

Speaks for Itself

"IT SHOWS WHEN IT BLOWS"

The condition of the new USALITE "SHO-BLO" self-indicating fuse is clearly indicated by the letters "OK" while in good condition and shows the letters "NG" when it blows.

RETAILS AT 5¢ each

NO MORE GUESSWORK!

There's nothing else like it—yet it costs no more than ordinary fuses. Equipped with handy porcelain grips—distinctive color centers for each size, with Underwriter's Laboratories seal on every fuse.

Packed 50 to an attractive merchandising display carton (as illustrated). 5 each in convenient consumer packages to boost your sales and increase your profits. Ask your Jobber about them — or write us today!

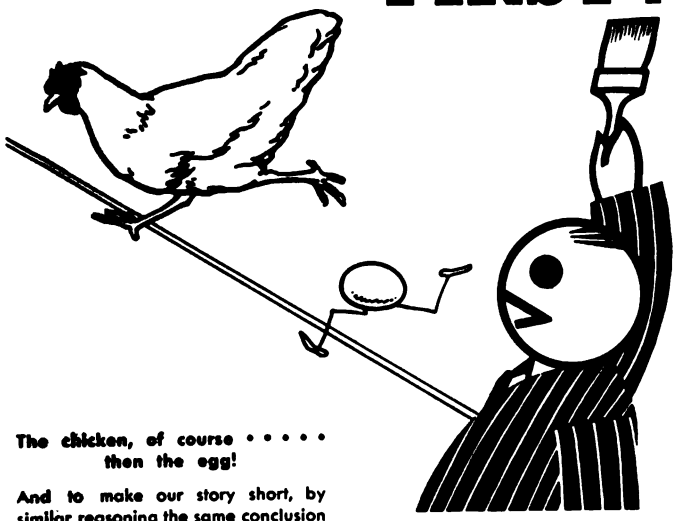


The greatest bit of electrical ingenuity in years!

Manufacturers of a complete line of nationally known USALITE Flashlights and Batteries

UNITED STATES ELECTRIC MFG. CORP.
222-228 West 14th St., New York, N. Y.

WHICH CAME FIRST?



The chicken, of course • • • • • then the egg!

And to make our story short, by similar reasoning the same conclusion holds true for the brush and paint. The paint came first. However, in terms of service to man, though the egg and the chicken are indispensable, each can be used individually without aid or abetment from one or the other.

But not so with the brush and paint. Though it is true that the hen begot the egg, and paint begot the brush, the laws of the respective natures of the two pairs follow their individual paths to glory. The chicken and the egg follow one the other as the night the day, but paint and the brush have married and they go hand in hand.

This story is a little longer than we originally had intended, but the moral is that if you have the paint we have the brush.

REG. U.S. PAT. OFF.

Fundamentally yours

baker brush co., inc.

87 GRAND STREET • NEW YORK

1936 STOKER LINE

priced to compete in the small-home market

Phenomenal acceptance of our 1935 automatic coal stokers has created a business volume that, with new cost-reducing machinery, enables us to announce drastically lower prices for 1936 . . . on regular precision-built Link-Belt models, with new exclusive engineering features added. The line is complete: domestic to 300 H. P.

Backed by a world famous, $18,000,000, AAAA1 rated company, 60 years in business, is an effective merchandising program that includes:

—direct factory financing on a new 5% plan.
—floor plan for display stokers.
—advertising, promotion, sales and engineering assistance.
—participation in local advertising.
—national advertising on stokers; the company's products advertised in more than 100 trade papers.
—traveling representatives to help the dealer train men, survey jobs and close sales.

Write for literature and dealer plan; we will advise you if your territory is still unassigned.

LINK-BELT COMPANY
Stoker Division
2410 W. 18th St., Chicago.

Send dealer plan to:.....

.....

Address
H. A.



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Who Makes It?

Information regarding sources of supply as provided readers of *Hardware Age* by the Who Makes It? editor is here presented as an aid to others in the trade who may be seeking the same articles. The inquiries reproduced have been selected because of their general interest to hardware merchants and buyers. This editorial feature in each issue supplements the service rendered by the "Who Makes It?" issue published on Sept. 26, 1935. When writing to the firms mentioned, state that you saw the product listed in *Hardware Age* "Who Makes It?" section or issue.

GOWANDA, N. Y.: Where can we purchase soapstone, as used for heating purposes? — M. H. Luce Hardware Co.

ANSWER: Vermont Soapstone Co., Perkinsville, Vt.

* * *

FORT LAUDERDALE, FLA.: Where can we buy double-acting hinges for a door 7/8 in. thick?—Railey-Milan Hardware Co.

ANSWER: Sargent & Co., New Haven, Conn.

* * *

DOVER, N. H.: Where can we get repair parts for Defiance lawn mowers?—J. Herbert Seavey.

ANSWER: A. & A. Sales & Service, 618 North Cicero Ave., Chicago, Ill.

* * *

DANBURY, CONN.: Who makes ice boats?—The H. J. Heyman Department Store.

ANSWER: Warhawk Co., 208 Rock St., Fall River, Mass.

* * *

SAVANNAH, GA.: Who makes Micarta serving trays?—S. Bernstein Crockery Co., Inc.

ANSWER: Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.

* * *

WHITE PLAINS, N. Y.: Where can we purchase non-tarnishing silver chests?—Fowler & Sellars Co.

ANSWER: M. T. Naken, 233 Schiller St., Chicago, Ill., and Associated Silver Co., 4450 Ravenswood Ave., Chicago, Ill.

* * *

SHELLMAN, GA.: Who makes repair parts for the Sanders disc plow?—The Curry Co.

ANSWER: Rock Island Plow Co.

MANLIUS, N. Y.: Who makes teat dialators?—J. H. Couden Hardware.

ANSWER: G. P. Pilling & Son Co., 23rd & Arch Sts., Phila., Pa.; Moore Bros., 83 Green St., Albany, N. Y.

* * *

HARTFORD, CONN.: Provide name of manufacturer who makes a 1-qt. fire extinguisher that operates by turning the handle.—The Tracy, Robinson & Williams Co.

ANSWER: Columbia Fire Extinguisher Co., Inc., 174 Centre St., New York City.

* * *

HARRISVILLE, W. VA.: (1) Furnish names and addresses of manufacturers of clothes pressing equipment suitable for cleaning and pressing shop and (2) who makes Kramer wagon wheels?—Stout Hardware Co.

ANSWER: (1) Savage Arms Co., 100 E. 42 St., New York City; United States Hoffman Machinery Co., 109 4th Ave., New York City; Prosperity Co., Inc., Syracuse, N. Y. (2) Kramer Wagon Co., Oil City, Pa.

* * *

OIL CITY, PA.: Who makes hand bags, reinforced for carrying money from office to bank?—Seep Bros. Branch, United Hardware and Supply Co., Inc.

ANSWER: K. Kaufman & Co., 169 Murray St., Newark, N. J.; Boyle Leather Goods Co., 36 E. 31 St., New York City.

* * *

FORT MADISON, IOWA: Where can we purchase (1) Aladdin kerosene lamps, (2) rubber sink strainers, (3) soapstone pancake griddles, (4) glass mail boxes?—Hiram's Paint and Hardware.

ANSWER: (1) Mantle Lamp Co. of America, 609 W. Lake St., Chicago, Ill.; (2) Auburn Rubber Corp., Auburn, Ind.; (3) Vermont Soapstone Co., Perkinsville, Vt.; (4) Geo F. Collins & Co., Sapulpa, Okla.

* * *

HOLYOKE, MASS.: Who makes the Unique Sash Balance?—J. Russell & Co., Inc.

ANSWER: Unique Window Balance Corp., 296 E. 134 St., New York City.

* * *

ABILENE, KAN.: Furnish name of manufacturer of the Sentinel electric washing machine.—Western Retail Implement And Hardware Association.

ANSWER: Apex Electrical Mfg. Co., 1100 E. 52 St., Cleveland, Ohio.

* * *

MARTINS FERRY, OHIO: Who makes a steel cabinet that fits under sink to make a cabinet sink combination?—Leo Craver Hardware.

ANSWER: Steel Kitchen Corp., Connersville, Ind.

* * *

BROOKLYN, N. Y.: Where can I buy shoe calks?—Chas H. Chapman, Jr.

ANSWER: General Mfg. Co., Waterbury, Conn.; Star Heel Plate Co., 357 Wilson Ave., Newark, N. J.; Lufkin Rule Co., Saginaw, Mich.

* * *

ASBURY PARK, N. J.: Who makes (1) Fair Facts bathroom supplies and (2) the wringer and washboard combination?—Lazarow Bros.

ANSWER: (1) Fairfacts Co., Inc., 234 W. 14 St., New York City. (2) Wood-Tex Inc., 137 Greene St., New York City.

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The BIG Season! *It's Here.*

And the popularity—the *3 times* longer life—the National Advertising has paved the way for dealers to make big sales—profitable sales on

CHICAGO FLYING SCOUT Roller Skates

If you have not sold "CHICAGO" Roller Skates in the past, put in a few—watch them go. Then you'll know how profitable they are and why they have a record for "sell-outs."

No. 75



Get in touch with your Jobber or write us for prices, displays and helps.

CHICAGO ROLLER SKATE CO.
World's Greatest Roller Skates for over 34 years.
4456 W. Lake St. CHICAGO, ILL.

NOTHING LIKE 'EM



1 NOTHING LIKE THE **AXOLOTL**

THIS CREATURE LIVES IN THE WATER THE FIRST PART OF ITS LIFE, THEN LOSES GILLS, GROWS STRONGER LEGS AND MOVES TO LAND.

2 *NOTHING LIKE GULF ELECTRIC-MOTOR OIL EITHER*

THIS IS THE ONE OIL MADE SPECIALLY FOR ELECTRIC REFRIGERATOR AND WASHER MOTORS. HAS WIDE, UNTOUCHED MARKET. ADVERTISED IN COLLIER'S — BETTER STOCK IT NOW.



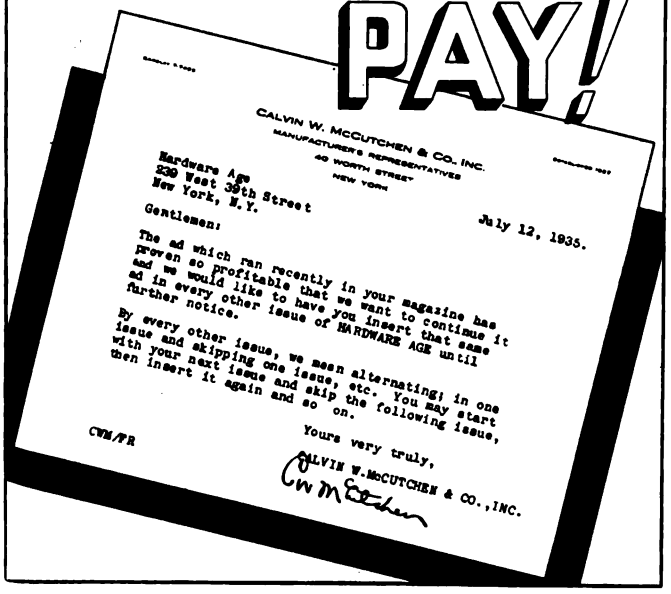
GULF ELECTRIC-MOTOR OIL

Write Gulf Petroleum Specialties, Gulf Building, Pittsburgh, Pa., for further information.

RESULTS COUNT

Classified ads in Hardware Age

PAY!



CALVIN W. McCUTCHEN & CO. INC.
MANUFACTURER'S REPRESENTATIVES
49 WORTH STREET
NEW YORK

Hardware Age
239 West 39th Street
New York, N.Y.

July 12, 1935.

Gentlemen:

The ad which ran recently in your magazine has proven so profitable that we want to continue it and we would like to have you insert that same ad in every other issue of HARDWARE AGE until further notice.

By every other issue, we mean alternating; in one issue and skipping one issue, etc. You may start with your next issue and skip the following issue, then insert it again and so on.

Yours very truly,

CALVIN W. McCUTCHEN & CO., INC.

CWM/FR

THE RENTAL SEASON FOR SANDERS

Many home owners are renting Floor Sanding Machines and giving their hardwood floors a beautiful ball-room finish. And many Dealers are renting out SPEED-O-LITE Floor Sanders and *reaping the profits.*

We offer you a Floor Sanding Machine so *easy to use* that a housewife can operate it about as easily as a vacuum cleaner. She can refinish the floors so *well,* that her neighbors and friends will be envious and want to rent the *same sander.* Obviously most floor refinishing jobs will be done by the man, but the point is that the

SPEED-O-LITE Floor Sander -

can be *successfully used by the housewife* — it requires *no experience* to operate. Dealers are averaging $63.00 per month and *more* with a single machine. When 2 or more sanders are rented your profits increase accordingly. Our plan helps Dealers get business — Our FREE Sales Helps attract customers and help make rentals. Time payments if desired. Write for full particulars *now.*



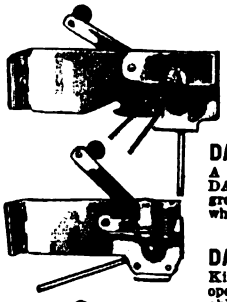
Sold Complete and Guaranteed For One Year Including Motor

LINCOLN-SCHLUETER FLOOR MACH CO.
212 W. GRAND AVE. CHICAGO, ILL.

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TURNOVER CHAMPIONS

Coast to Coast selling champions because they are first of all QUALITY champions. Keep ample stocks always.



DAZEY De Luxe
Formerly SPEEDO
America's best value in can openers. Guaranteed for 5 years—built to last a lifetime.
*$1.69 RETAIL

DAZEY Senior
A value second only to DAZEY DeLuxe. Rapidly growing in popularity everywhere.
*$1.39 RETAIL

DAZEY Junior
King of lower priced can-openers. An amazingly durable and efficient article.
*69¢ RETAIL



DAZEY Speedo SUPER-JUICER
An exceptionally efficient juicer for lemons, oranges, small grapefruit. Striking appearance. Gets more juice easier. Automatically strains out seeds and pith.
*$1.75 RETAIL



DAZEY Sharpit
Patented twin wheels make skill unnecessary for sharpening any edged tool. A Godsend in any kitchen.
*$1.50 RETAIL

* Minimum retail prices—slightly higher west of Rockies. Order from your jobber.

DAZEY CHURN & MFG. CO. 4901 Warne Ave., St. Louis, Mo.

Here's a Catalog You NEED!

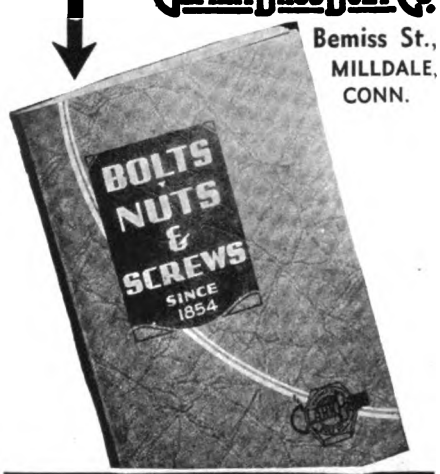
It will enable you to fill every

BOLT
NUT and
SCREW

requirement with exactness and dispatch.

Write for your copy today.

CLARK BROS BOLT CO.
Bemiss St., MILLDALE, CONN.



Advertising Layouts

(*Continued from page* 55)

top of the advertisement as indicated by the geometrical design used. In some cases, this main heading may consist of two or even three lines of type. When this is done, the most attractive results will be secured by setting the second and third lines in a somewhat smaller size than the first. Each of the three main headings in the illustrations accompanying this article are of the "double deck" type, and in each case the second line is set in a smaller size. Figures 4 and 5 show the main heading at the top of the advertisement; Figure 6 shows it placed somewhat lower.

The main heading is designed to secure the attention of the readers to the subject of the advertisement; the subheadings direct that attention to the divisions or parts of that subject. Subheadings of the same size as the main heading would simply compete with it for attention, thus destroying much of the effectiveness of the advertisement. While, for ease of drawing, all of the headings shown in the illustrations. both main headings and subheadings, appear to be in capital letters, generally speaking it is well to avoid the use of capitals. In any case, (Rule 8) *Never set two lines of capital letters together.* They are very difficult to read—they resist the reader's eye rather than invite it.

The rule of using smaller sized type in the subheadings than in the main display lines may also well be practiced in the size of the type chosen for the text matter itself. In Figure 5, the lines indicate how the size of the text type grows progressively smaller, until. in the lower half of the advertisement, it is only about half the size of the text used in the introductory block.

It will be seen, too, that where the type selected is small, the width of the blocks is also less. This should always be borne in mind when indicating type sizes. whether the indication is done by means of the lines on the layout or by actually marking the sizes

SEE THE RIBBON TEST



GIANT 16" OSCILLATOR

NEW QUIET BLADES

VICTOR No-draft FANS



FREE!
NEW 1936 CATALOG
Send for your copy TODAY!

Victor Electric Products, Inc.
772 Reading Road, Cincinnati, O.

ASK YOUR JOBBER

ARMSTRONG BROS.

Improved PIPE VISES

The Quality and Features that Close Sales

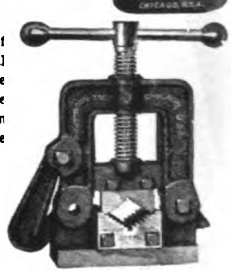


ARMSTRONG BROS. Chain Vises (patented) have 1-piece jaws (both jaws, a single drop forging with center lug that prevents bending of the smallest pipe). Base and handle are drop forged. Chain, proof-tested.



The Open Side and Hinged Vises have bodies of certified malleable iron; tool steel jaws—accurately machined; oval-end handles that do not pinch hands. The Hinged Vise has an *unbreakable* hook—drop forged steel.

The quality and features of these vises are typical of all ARMSTRONG BROS. Pipe Tools — the most complete line made—for each is an improved, a more salable tool.



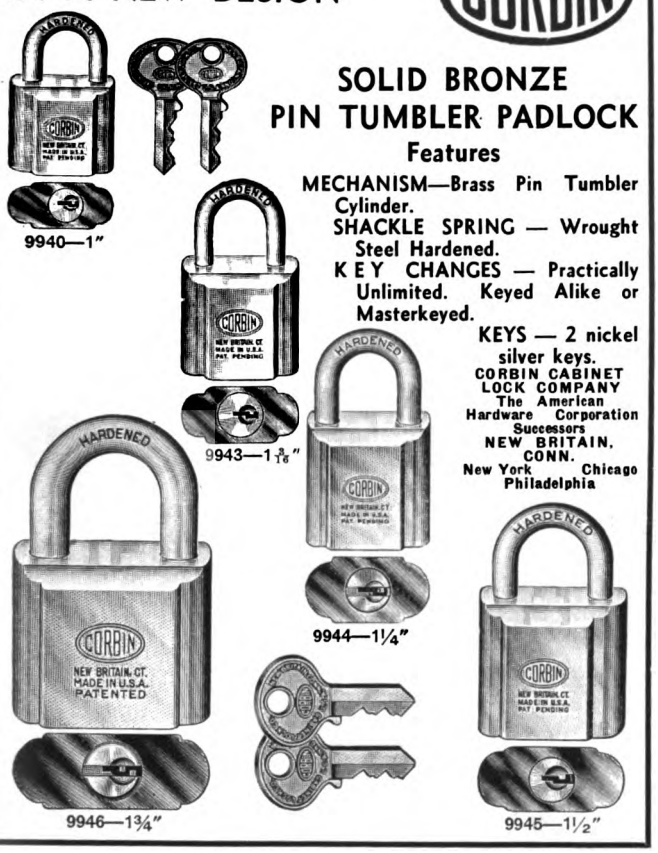
Write for Catalog

ARMSTRONG BROS. TOOL CO.
"The Tool Holder People"
314 N. Francisco Ave. CHICAGO, U. S. A.

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A NEW LINE
IN A NEW DESIGN

CORBIN

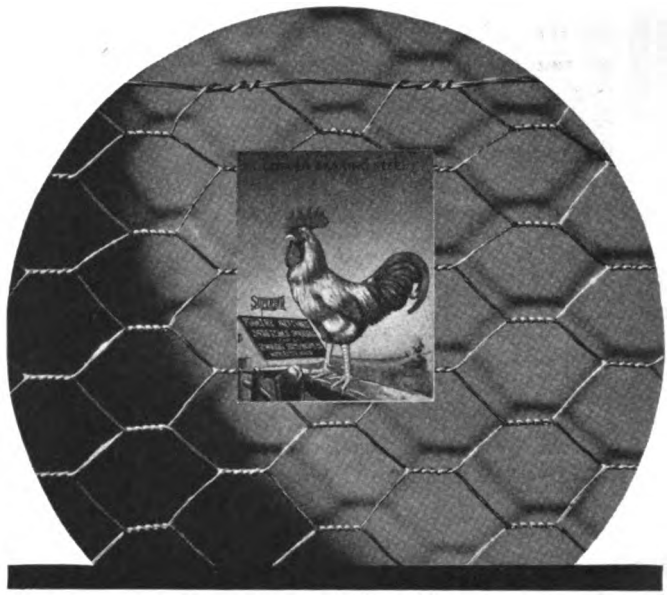


SOLID BRONZE
PIN TUMBLER PADLOCK

Features

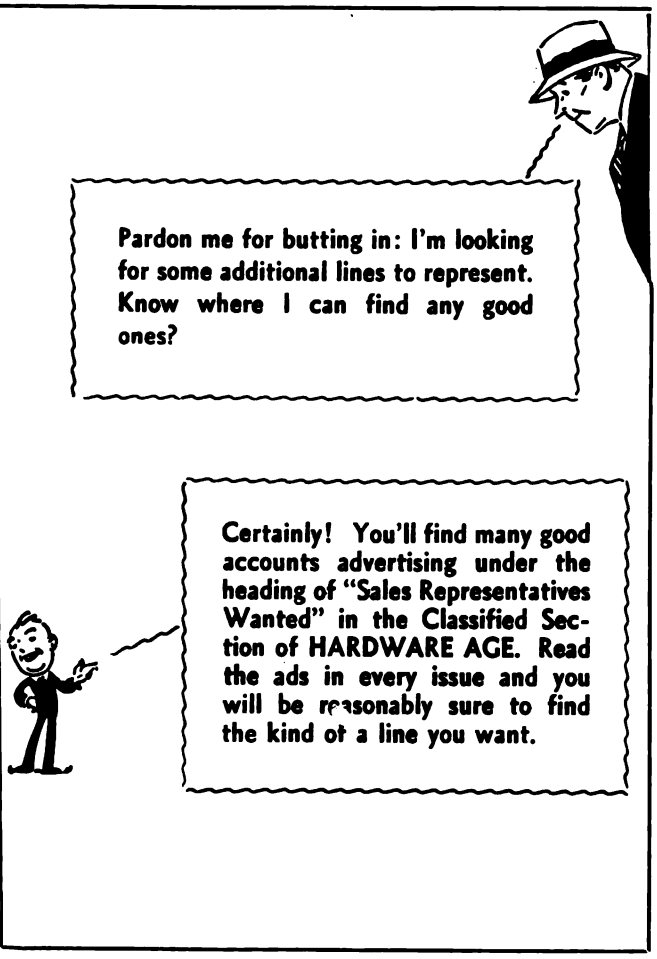
MECHANISM—Brass Pin Tumbler Cylinder.
SHACKLE SPRING — Wrought Steel Hardened.
KEY CHANGES — Practically Unlimited. Keyed Alike or Masterkeyed.
KEYS — 2 nickel silver keys.

CORBIN CABINET LOCK COMPANY
The American Hardware Corporation
Successors
NEW BRITAIN, CONN.
New York Chicago Philadelphia



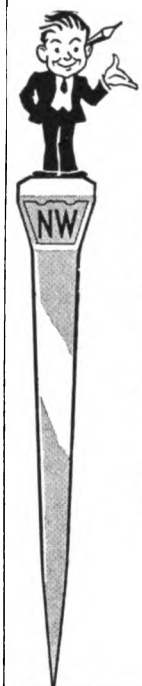
Multiple continuous twist by WRIGHT power looms gives you regular hexagonal mesh securely and permanently locked. Copper bearing steel exclusively.

G. F. WRIGHT STEEL & WIRE CO.
WORCESTER, MASS., U. S. A.
New York · Atlanta · Chicago · Los Angeles
WIRE NETTING WIRE CLOTH WIRE LATH
CHAIN LINK FENCE WIRE CLOTHESLINES



They're
Uniform

That's Why Fowler & Union Brands Have Been the Blacksmith's Favorite for Over 50 Years!



1. **Hardness** Uniform from head to point, do not buckle in hard feet, drive where you want them to go.

2. **Shape** Clean, accurately centered hold-fast head; perfect-taper blade, entirely free from "waves." Sharp, reinforced point.

3. **Quality** Made on our own precision machines, so accurate that every nail in the box is exactly the same.

Three Quality Brands

NORTHWESTERN-CROWN-UNION
Cold-Rolled
HORSE NAILS

Order from Your Jobber

The Pioneer FOWLER & UNION HORSE NAIL CO.
1000 MILITARY ROAD, BUFFALO, N. Y.

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for the printer: (Rule 9) *Never set small type in a wide measure.* Wide lines of type are confusing, except in the very large sizes, as the eye has a tendency when returning to start a following line, to get lost. The result is that part of the advertiser's message may be skipped or the reader may become disgusted and avoid reading the advertisement entirely.

Sub-blocks are also convenient when separate display is desirable for each selling point of a single commodity or service, the main display in this case taking the form of a general introduction and appeal, with the subheadings and blocks separately listing the various merits of the commodity or service. Figure 6 indicates this use. Here, it will be seen that the type size in the sub-blocks is approximately the same as that used in the opening of the advertisement. This course may be chosen, or, as demonstrated by Figure 5, smaller type may be used. A great deal depends upon how much the advertiser has to say.

It will have been noted that the various headings and subheadings shown have varied considerably in width. This is particularly noticeable in Figure 1, which accompanied the preceding article. The blocks appended to the headings and subheadings may be of greater or lesser width than the headings themselves, or they may be the same, at the option of the advertiser. This flexibility permits the advertiser to use white space or not—or illustrations—as he may choose and as the advertised commodity or service permits.

(All rights reserved)

Little Town? What Of It!

(*Continued from page* 61)

sales would be hard to effect. They realized that a hardware item well displayed would sell better than one not so well displayed, and determined that while they couldn't increase the purchasing power of their community, they could arrange their stock and store in such a manner that people who had money would want to buy.

They remodeled the store and installed the department store method of display. A lot of fine shelving was put in and items on the shelves were spaced liberally so as to give individuality to every item. A glance at the photographs will show how well the Steinkes attained the goal they sought.

Small Tables

Instead of having long display counters in the center of the store, Mr. Steinke arranged for a number of small tables which could be approached from all four sides by "browsing" prospects. This arrangement makes for a neat store and has been responsible for many sales.

The firm has wide aisles and traffic on busy days is not retarded, because people can pass each other easily. On the shelving, kitchenware, for example, gets a very fine play, and the sales in this department jumped immediately under the new arrangement.

The paint department is located at the rear of the store and is a model of arrangement. Paint is attractively displayed in shelving which permits attention to center on the paint the moment people come toward the rear of the store.

Mrs. Steinke, who has charge of the kitchenware, states that the new arrangement in this department attracts the attention of women. Given generous spacing, items attract the attention of practically every woman customer who enters the store.

Kitchenware Appeals

"Women will stop and view the displayed items and often make an additional purchase," she says. "This perhaps would not be true if we crowded our displays as in our old store. We try to make our kitchenware department so appealing that every object on display attracts attention and creates a buying desire on part of the customer."

The kitchenware department occupies practically the entire length of the east side of the store, so that the average housewife has a wide selection of things to buy. The firm works on the principle that if a customer can be induced to buy one item for the kitchen that the selling of additional items through proper display becomes easier. And it has worked out that way.

When one stops to consider the fact that the population of Waterford is only 750, one can see that it took courage on the part of Mr. and Mrs. Steinke to go ahead with such a remodeling process during difficult times. But now that business is rising to higher levels, they are cashing in, because their merchandise is displayed in such a way that it brings an increasing flow of retail dollars.

Gas Assn. Booklet

"For the Benefit of the American Gas Industry and 63 Million Consumers"—40 pages, illustrated. It discusses every phase of the American Gas Association Testing Laboratories' work, emphasizing what the Laboratories have meant to both the gas industry and the public. It demonstrates the significance in merchandising work of national trade association certification of products. Twelve of its pages are display layouts. The booklet is said to be of value to persons interested in selling, distributing or installing gas-burning appliances or their accessories. *American Gas Association*, 420 Lexington Ave., New York City.

Ingersoll Catalog

Describes and illustrates lines of shovels, spades, and scoops. Loose-leaf bound and thumb indexed. *Ingersoll Steel & Disc Co.*, New Castle, Ind.

Automotive Accessories

Catalog No. 35—204 pages—illustrated. Contents: automotive accessories, equipment, supplies and parts. *Vermont Hardware Co., Inc.*, Burlington, Vt.

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Every Gun-Owning Customer a Prospect for HOPPE PRODUCTS



SELL HOPPE'S NO. 9

to keep the bores of all firearms free of leading, metal fouling, other residue, and to PREVENT RUST!

SELL HOPPE'S OIL

to lubricate working parts. Pure. Penetrating. Won't gum. Cleans and polishes.

SELL HOPPE'S CLEANING PATCHES

for use with No. 9. Spotless special canton flannel, ready cut. Seven sizes. In sealed dust-proof cartons.

SELL HOPPE'S GUN GREASE

for all swabbing—absolute protection for stored guns. Reliable emergency bore cleaner.





DISPLAY THESE ALL-YEAR SELLERS CONSPICUOUSLY

FRANK A. HOPPE, Inc., 2314A North 8th Street, PHILADELPHIA, PA.
NEW YORK—Ed. W. Simon Co., Inc., 302 Broadway
LOS ANGELES—H. L. Bowlds, 108 West 2nd Street

Order Through Your Regular Jobber

Sell Them by the set



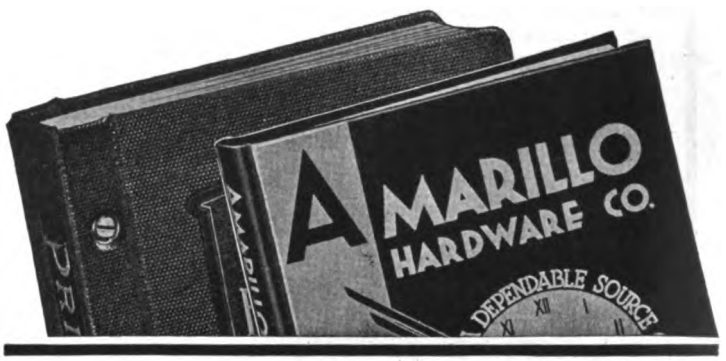
Sets of 9, 11, 17 bits are furnished in compact cases for the convenience of the users.

It isn't hard. Every mechanic needs the entire set in his work, and it resolves itself to a question of selling him once or seventeen times. Bring out the value of the case, its use in keeping the bits in order and near at hand, preventing loss, etc. Try it.

Forstner Bits are the only bits that are not dependent on a center or a level to guide them. They cut from the outer rim. The entire surface is at work all the time, no jagged ends; every part of the work is smooth and polished. They bore their way through hard, knotty, cross grained wood, leaving a smooth hole and clean, polished surface.

Let us send you catalogues. Order through your jobber or direct.

The Progressive Manufacturing Co.
TORRINGTON, CONN., U. S. A.



Let CATALOG SPECIALISTS Build Your New Catalog

We can make your new catalog outstanding for its arrangement, quality and fine appearance. Thirty-five years of catalog compiling, printing and binding has shown us the way.

THE NORTH AMERICAN PRESS
HARDWARE CATALOG SPECIALISTS
728 N. 7th St. ∴ ∴ Milwaukee, Wis.

The *New*
"500-MILE" SKATE



RETAILS FOR ONLY **$1.95 to $2.25** A PAIR

NOW FOR . . . REAL TURN-OVER!

For customers who want something sensational—yet moderately priced—you can offer the new "500-Mile" Skate—guaranteed for *500 miles—or a full year's wear.* For those who buy on price you can offer them a top-notch ball bearing skate that a few years ago would retail for double the price.

With the 7 members in the Hustler line, you've got 'em—"coming or going." Write for special 1936 proposition.

HUSTLER CORPORATION
Sterling, Ill.

Speed King

LOWEST-PRICED RUBBER-CUSHIONED BALL-BEARING SKATE



RETAILS FOR ONLY **$1.00 to $1.30**

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You tell 'em

about that "Date-line" on "Eveready" Batteries and they'll appreciate it. It just takes a second to point it out —but it shows the customer that he is getting *full value* for his money —shows him that the batteries *you* sell will last longer. So point out the "Eveready" "Date-line," because

—it pays!





Don't Let It
Run Away From You!

You'll find many good accounts advertising for sales representatives in the Classified Opportunities Section.

Many of these side lines may be just what you need to increase your commissions.

If you don't find the kind of line you want, why not advertise for it? Many manufacturers look through the Sales Accounts Wanted advertisements before they advertise for salesmen.

Take advantage of the opportunity the Classified Section offers you to keep in touch with the sales positions that are open. Read the classified section of each issue.

HARDWARE AGE
Classified Opportunities Dept.
239 West 39th St., New York City

Lighting for the Show Window

(*Continued from page* 51)

others, and therefore less easily eliminated in some cases than in others. Daylight reflections may be reduced by artificial light inside the window, and the reduction of reflections will be in direct ratio to the amount of light provided. Indeed, these reflections may be completely eliminated by building up the brightness of objects in the windows to a value higher than that of objects outside the window, and some merchants in busy downtown metropolitan districts have found it profitable to compete with daylight in just this way. More will be said on this subject later.

Observation shows that in a busy shopping district the very best window displays rarely stop even 20 per cent of the passersby. The 80 per cent or more who do not stop pass the average-size window in about three seconds. Is it possible for the show window to make any appeal to these hurrying people?

The usual show window display contains a large assortment of merchandise and is well suited to appeal to those who stop long enough to look it over. For this reason we may designate the conventional type of window display as the shopping window. The same characteristics which make this type of window effective in appealing to the 20 per cent or less who stop make it almost entirely ineffective in appealing to the 80 per cent or more who hurry by. Even if the transient pedestrian happens to glance at a shopping window for as much as the three seconds that it takes him to pass it, he receives only a jumbled impression of a confusion of articles, and even this impression probably leaves him the moment the next show window catches his eye.

Because it has seemed worthwhile to try to reach and leave a definite impression with the 80 per cent or more who inevitably will pass by the store without stopping, show window experts have developed what is now known as the three-second selling window. It is a radical departure from the conventional shopping window.

First of all, the three-second selling window must contain one idea and only one. The dealer decides upon one article (or a group of related articles) and features this article, excluding everything else. This unity of subject matter is dictated by the fact that seeing takes time and the human mind cannot in three seconds receive through the eye five or ten different impressions that will be at all lasting. Three seconds is a long enough period, however, in which to make one definite impression that has a good chance of being more or less lasting. This explains why it is necessary to limit a three-second selling window to a single idea.

Having decided upon the subject matter of the display, the dealer next does everything possible to make it as forceful and attention-compelling as he can. There are a number of things he can do. He knows the value of silhouetting and so he gives particular attention to the background of the display. Light merchandise calls for a dark background, dark merchandise for a light background, colored merchandise for a background of a harmoniously contrasting color. Attention given to securing a suitable background is always worthwhile, for nothing can make an object stand out more strikingly than a strongly contrasting background. These remarks do not necessarily apply to the entire window background; but the section of the background behind the featured object should certainly contrast with the object. Too often merchants erect an attractive wooden background when the store is built and then continue to use it, without any change. for all sorts of displays. Many hardware store windows have no backgrounds at all, but open directly into the store interior. This detracts from the effect of even a shopping window and is especially unsuitable for a three-second selling window. Fortunately, good backgrounds may be easily and inexpensively made of composition board, fabric, or similar ma-

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Made in 3 models
—a handy one burner
—a utility two burner
—a deluxe two burner

SOMETHING TO TALK ABOUT

when you sell the

TURNER GASOLINE CAMP STOVE

Each burner is individually controlled and operated—permitting fast or slow cooking—in fact, it operates exactly like the most expensive kitchen range. This feature is found only in Turner Stoves.

The individual and interchangeable generators and burners assure continued service under all conditions.

Instant lighting—fuel tank easily removed for safe filling—built-in pump—rigid construction and non-warping welded grates. Turner Stoves stand up under heavy use. Trim and attractive in appearance—smooth enamel finish easy to clean. Made by a company with over 60 years' experience in manufacturing liquid fuel burning appliances.

With all these features Turner Camp Stoves cost no more than ordinary stoves. You can really *Sell* Turners—your jobber can supply you.

THE TURNER BRASS WORKS
Sycamore, Ill. U.S.A.

IT'S RAINING PROFITS



FOR DEALERS WHO ARE SELLING

RAINY DAY WATER-PROOFING

WATERPROOFS ANYTHING — Clothing, Shoes, Boots, Auto Tops, Tents, Tarps—No Grease, No Oil — Odorless When Dry.

RAINY DAY offers year-round profits! It waterproofs instantly anything made of cloth, canvas, leather, or wood. Being free from grease and oil, it can be used without harm on any type of material. Does not stop up pores or keep out air. Increases life of material; makes leather soft and pliable. Saves its small cost many times over. Order from your jobber or direct if he cannot supply you.

PRICED RIGHT
Quarts $1.25
Pints 75c
Shoe Size 25c

PROTECTION PRODUCTS MFG. CO.
7436 Second Ave. Detroit



SEND FOR FREE DEMONSTRATION

Show your customers that you can make a hole hold water! A demonstration that sells this new waterproofing on sight! Backed by national advertising campaign.



Sell A Nationally Known Solder

Core Solder Flux & Paste



Rubyfluid products are *nationally known* for perfect soldering results and are in constant demand by millions of satisfied users.

These steady profit makers are furnished in **attractive containers and self-selling cartons.**

Available in flux, paste, rosin or acid core.

WRITE FOR FREE SAMPLE

RUBY CHEMICAL CO.
58 McDowell St. Columbus, Ohio

Rubyfluid

APPEARANCE...POPULARITY PROFIT...



If a tool line has these three things it has everything needed to build a good tool business. Then choose Vlchek hand tools for open table displays where quick sales are wanted. A small inventory can include a complete price range to satisfy any pocketbook. Write for details.

VLCHEK
The VLCHEK TOOL COMPANY, Cleveland, Ohio

YOUR TRADE Will Be Immensely Satisfied with

R. MURPHY'S STAY SHARP WORK KNIVES

The finest work knives of their time—of all time—manufactured for 86 years.

Other Good Sellers

Butcher Knives
Shoe Knives
Oyster Knives
Skiving Knives
Rubber Knives
Clam Knives
Mackerel Knives
Cigar Knives
Pruning Knives
Plaster Knives
Kitchen Knives
Stencil Knives
Manual Training Knives
Roofing Knives
Shirt Cutters, Blades and Handles



THIS

OIL CLOTH KNIFE

3 Sizes—2½"—3"—3⅞" blades

Highest quality—Reasonable prices—Absolute dependability—There is money for you in the sale of R. Murphy Stay Sharp Work Knives. *Complete Catalog on request.*

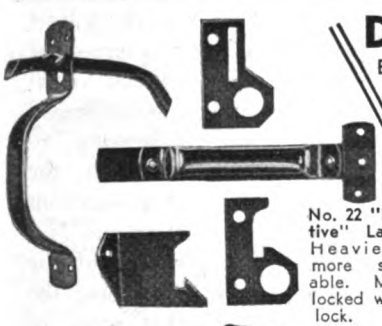
ROBERT MURPHY'S SONS CO.
Ayers, Mass., Est. 1850

DIFFERENT AND BETTER

Beat cheap competition—make better profit—with these and other of the worth-while items in the line of

FRANTZ

Guaranteed BUILDERS HARDWARE



No. 22 "Positive" Latch—Heavier — more serviceable. May be locked with padlock.

No. 717 Safety Hasp —A unique combination of hasp and latch.



Complete Hardware in Sets—For cupboard doors, cabinets, cellar windows, screen doors, screen sash, etc.

Garage Hardware —"Over-the-Top" equipment, — Around - the - Corner Sets — Sliding Folding Sets — Swinging Sets.

Barn Door Hardware—Door Hangers — Tracks — Gable Door Sets, Hinges, Hasps, etc.

Write for Dealer's Information and Prices

FRANTZ MFG. CO., STERLING, ILLINOIS



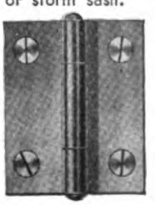
No. 29 Door Pull —For large, heavy doors and gates.

No. 708 Extra Heavy Tee Hinge—Made of heavier gauge steel — tighter joints.



No. 275 Sash Hanger — A novel "easy-on, easy-off" hanger for screen or storm sash.

No. 938 Light Narrow Built—A high grade wrought steel tight pin hinge.



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STEELGRIP Belt Lacing

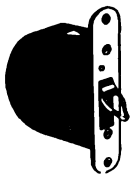
A HAMMER IS ALL YOU NEED

ALL YOU NEED IS A HAMMER

A better, stronger lacing made to American standards, that you can recommend for all garage, farm and shop uses. Breaks to width. Put on with hammer in few minutes. In boxes or "Handy Packages." Profitable. *Write for Circular, Prices*

Armstrong-Bray & Co.
The Belt Lacing People
304 N. Sheldon St.,
Chicago, U. S. A.

ROCHESTER ADJUSTABLE SASH BALANCES



A product of Guaranteed quality. Real profit in handling them.

Write for prices.

Rochester Sash Balance Co., Inc.
Rochester, N. Y.

WITH the increase in building construction a new fence market is opened for progressive hardware dealers. Write for profit making plan on Stewart Fences and kindred steel specialties. Catalogue on request.

The STEWART IRON WORKS CO., Inc.
334 Stewart Block
Cincinnati, Ohio



Stewart FENCES
1886-Golden Anniversary-1936

In the heart of Philadelphia . . . socially, commercially and geographically.

BELLEVUE STRATFORD

CLAUDE H. BENNETT, General Manager



Rates begin at
$3.50

Booking Offices
New York: 11 W. 42nd St.
Longacre 5-4500
Pittsburgh: Standard Life Bldg.
Court 1488

terials, and adapted to the particular displays with which they are used.

The lighting of a three-second selling window is of prime importance, and requires quite different treatment from that of the shopping window. Whereas good general lighting will suffice for the shopping window, the three-second selling window should have localized supplementary lighting as well. The featured merchandise should be made to stand out by being spotlighted or floodlighted to a level of illumination several times that prevailing in the rest of the window. The eyes of passersby are involuntarily drawn to a small area of high brightness and if there are no other brightly illuminated objects in the window to distract the attention, they will remain on the center of attraction as long as it is in view. For the three-second selling window it is suggested that as much wattage be put into spotlighting or floodlighting as is used for general illumination.

Colored Light

Colored light has its place in the three-second window as one of the essential ingredients that give the window maximum attracting power. Color caps may be used on the regular general lighting equipment to establish any desired color tone for the whole window. It must be stressed, however, that colored light should *not* be used to illuminate the single central idea that the window features, for colored light is almost sure to destroy the natural color of the merchandise. Nothing but white light should be used on the central feature. It is not necessary to take precautions that none of the colored light in the window falls on the central object because the strong white spotlighting will wash out the colored light and reveal the object in its true color quality.

One more word about the background. It is important that all lines on it should tend to lead the eye in toward the central idea rather than away from it. If any decorations appear on the background they should be designed with this thought in mind. Too many show windows have what may be termed confusion backgrounds, that is, backgrounds which lead the eye nowhere in particular and act as a sort of camouflage against which merchandise is hidden rather than revealed. Lines should point at the central object. Converging lines outline areas that come to points and these points should always be directed at the featured object; otherwise they will lead the eye away from the object rather than to it.

Three-Second Selling

The three-second selling window offers a practical and comparatively inexpensive solution to the problem of reducing daylight reflections in the window glass. In most cases the small area of high brightness will more than overcome whatever exterior brightnesses are reflected from the polished surface of the window glass, thus assuring excellent visibility for the display. To be sure, the three-second selling treatment does not eliminate reflections which may tend to obscure other portions of the window, but since this type of window features only one idea, much is gained if the main idea shines through. Naturally, the expense involved is only a fraction of what it would cost to light the entire window to a brightness high enough to eliminate all reflections.

The hardware dealer may fairly ask, "Suppose the type of show window that you describe *does* get an idea across to the 80 per cent who do not stop. What good does that do me if they keep right on going? I'm interested in getting people in my store." The answer is that the three-second selling window makes a bid in the present for customers in the future. It has been said that we receive at least 80 per cent of our impressions through the eyes, and that visual impressions may be re-experienced in memory more easily than impressions received through the other four senses. If a merchant can succeed in imparting one definite idea to 80 per cent of the people who pass his store, the chances are good that some of them will remember it the next time they are in the market for the particular commodity displayed. This makes it difficult to

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WHITING ADAMS presents



WHITING-ADAMS COMPANY
690-710 HARRISON AVENUE • BOSTON, MASSACHUSETTS

This



HAND SAW ... is made in the Ohlen-Bishop factory from saw steel that years of precision testing have proved to be the highest quality. Its every feature is perfected by veteran craftsmen working with modern machinery. That's why its cutting and wearing qualities are ideal. In this saw you can give your customer the best value to be had. And *your* cost on it gives you a *far greater margin of profit*—because Ohlen-Bishop holds to a centralized manufacture and a remarkably efficient distribution. *Order a stock from your jobber, NOW.*

The OHLEN-BISHOP CO., Columbus, O.
We Sell Through Wholesale Distributors ONLY

TREEKOTE
EMULSION

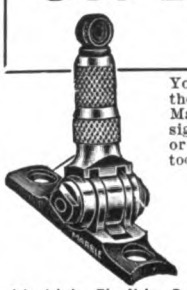
Newest and most efficient Tree Wound Dressing, Pruning and Grafting Compound for *all* types of tree wounds. Also protects trees from insects and fungi. Ready for use. Applied cold. Dries quickly. Not affected by climatic changes, or hottest weather. Economical, 1 pt. to 5 gal. cans. Another fine product is TROWBRIDGE Grafting Wax for grafting, budding and trimming *all* trees, shrubs, vines, etc. New ¼, ½ and 1 lb. pkgs.; also 5 and 10 lb. containers. Write for prices.



Walter E. Clark & Son
Milford Box E Conn.

Get These 3 TRADE MARBLE'S MARK Best Sellers!

You can make extra profits on every gun sale by stocking these popular leaders in hunting sights. Get our Free Marble Counter Sight Selector. Shows effect of different sights with various backgrounds. Order from your jobber or order direct from factory, giving jobber's name. Write today for free trade catalog.



Marble's Flexible Rear Sight

Will stand the hard knocks — always satisfactory to the customer, and a profit item for you. Retails at $4.00.



Marble's Sheard Gold Bead

This famous sight is in use on thousands of hunting rifles. One of the most satisfactory sights for all conditions ever devised. Retails at $1.50.



Marble's Standard Sight

The ideal sight for the economical buyer who wants an exceptionally good field sight. 1-16". 3-32" or 1-8" Ivory or Gold Bead. Retails for $1.00.

Marble Arms & Mfg. Co.
540 Delta Avenue
Gladstone, Mich., U.S.A.



NEW
Silent Salesman for
STOVINK

Will greatly increase your sales of this thoroughly established necessity. Stovink-blacking for hot stoves—guaranteed not to burn off—is in steady demand everywhere.

All shipments of one-ounce size now being made in new display carton containing twelve bottles.

JOHNSON'S LABORATORY, Inc.
Manufacturing Chemists
WORCESTER, MASS.

COBURN
GARAGE DOOR HARDWARE



- Satisfactory operation of garage doors is assured when Coburn garage door hardware sets are used. A complete line is offered, including straight sliding sets, sliding-folding sets, round-the-corner sets, and hardware sets for converting swing doors into a one-piece overhead door. Write for further information.

Since 1888 Coburn Products Have Been Dependable

COBURN TROLLEY TRACK CO.
HOLYOKE, MASS.

KNOWN QUALITY Means Easy Sales Satisfied Customers
SHARK BRAND CHISELS



TRADE MARK

Beware of Imitations

are made in Sweden from finest Charcoal Steel. Sturdy and well made. Discriminating workmen appreciate their known quality. Because of their reputation as dependable tools, they sell with little effort which means sure profits to you.

Stocked by leading jobbers, or write

SANDVIK SAW & TOOL CORPORATION
107-109 Lafayette St. New York, N. Y.
740 Washington Ave., North Minneapolis, Minn.

Stock *and* Profit *with*
"G & B" QUALITY Products



POULTRY NETTING
STRAITLINE FENCING
GALVANIZED HARDWARE CLOTH
SCREEN WIRE CLOTH:
"PEARL"
"ACME" ELECTRO GALVANIZED
PAINTED BLACK
COPPER
BRIGHT and ROMAN BRONZE

The Gilbert & Bennett Mfg. Co.
Established 1818. America's Oldest Woven Wire Factory-Manufacturers
WIRE CLOTH, NETTING and FENCING
Galvanized Steel Wire Cloth in all Meshes and Gauges
New York City Georgetown, Conn. Blue Island, Ill. Kansas City, Mo. San Francisco

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The Original SUPERIOR DOOR CATCH

A popular all-year profit maker for past 30 years. Especially saleable during "fly months." Individually mounted on attractive display cards. Stock up now! Any jobber, or

SUPERIOR DOOR CATCH COMPANY
STATION B—SUPERIOR, WIS.



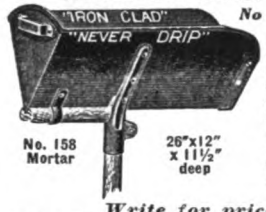
MECHANICS and MACHINISTS everywhere prefer "Chicago Rawhide" Hammers because their weighted heads strike powerful, true, non-marring blows. Their tough (compressed water buffalo hide) inserts hold their smooth face, are easily replacable. Every sale makes a repeat customer. The *outstanding* line of "soft" hammers, mallets, mauls, all sizes. Write for circular.

Replaceable Insert Faces

Chicago Rawhide Mfg. Co.
1285 Elston Avenue, Chicago, U. S. A.

Chicago Rawhide Hammers

STEEL MORTAR HODS



No dripping onto the user's back.

Made entirely of steel with wooden shoulder saddle and handle. Edges are heavily reinforced. The fork is pressed from heavy gauge steel.

No. 158 Mortar

26"x12" x 11½" deep

Write for prices.

The Cleveland Wire Spring Co.
E. 38th St. and Hamilton Ave.
Cleveland, Ohio

"SUNSHINE" *French Process* **CHAMOIS**
MADE IN U.S.A.
ASK YOUR JOBBER
HOYT & WORTHEN TANNING CORP.
HAVERHILL MASS.

Good Management

- is merely the transmission of
- the intentions and purposes
- of the management through
- the staff to the customers

determine the effectiveness of a three-second selling window during the period it is in use, since it may bring in business long after the display has been changed.

It is not our intention to recommend that the three-second selling window be used to replace the shopping window. It is a window for occasional use, and experience will indicate how often it is advisable to use it. Stores with two show windows, of course, are in a position to enjoy the advantages of the shopping window and the three-second selling window at the same time. Doubtless the three-second selling window will be found more effective in some localities than in others. Its success, furthermore, will be affected by the judgment of the dealer in displaying the right merchandise at the right time.

Showmanship

(*Continued from page* 47)

with the fact that the October sale has become an institution which the public remembers, is enough to create sufficient interest to carry the first week nicely.

Special attractions help carry the interest through.

"The bazaar," Mr. Newman continued, "was the big boost in the third week. It not only caught the public interest, but served to create enthusiasm within the organization."

Distribution of 10,000 well-printed and nicely bound cook books of Italian recipes, and the inevitable pick-up created by "last days" advertising, carried Brown's nicely through the final week in the anniversary sale last year.

An indication that the whole firm profits by the way in which this anniversary sale is handled is shown by the fact that in November, the month following the sale, a 10 per cent salary increase to all employees receiving less than $100 a month was announced.

Convention Calendar

National Retail Hardware Association Thirty-seventh Annual Congress, Hotel Chalfonte-Haddon Hall, Atlantic City, N. J., July 20 to 23 inclusive, 1936. H. P. Sheets, managing director, 130 East Washington Bldg., Indianapolis, Ind.

Southern Hardware Jobbers' Association Forty-sixth Annual Convention, jointly held with the American Hardware Manufacturers' Association Seventy-second Semi-Annual Convention, Memphis, Tenn., April 20 to 23 inclusive, 1936. Secretary Manufacturers' Association: Chas. F. Rockwell, 342 Madison Ave., New York City. Secretary Jobbers' Association: T. W. McAllister, 1020 Grant Bldg., Atlanta, Ga.

Southeastern Retail Hardware and Implement Association 22nd Annual Convention and Exposition, City Auditorium, Atlanta, Ga., May 19 to 21 inclusive, 1936. H. M. Simmons, secretary, 317 Ten Forsyth Street Bldg., Atlanta, Ga.

Triple Convention of the Southern Supply and Machinery Distributors' Assn., the American Supply and Machinery Manufacturers' Assn., and the National Supply and Machinery Distributors' Assn., Hotel Ambassador, Atlantic City, N. J. May 11 to 13, inclusive, 1936. Secretary, National Association: H. R. Rinehart, 505 Arch St., Philadelphia, Pa. Secretary, American Association: R. Kennedy Hanson, 916 Clark St., Pittsburgh, Pa. Secretary, Southern Association: Alvin M. Smith, c/o Smith-Courtney Co., Richmond, Va.

The Hardware Association of the Carolinas Annual Convention, Charleston, S. C., June 9 to 11 inclusive, 1936. Headquarters and sessions: Francis Marion Hotel. Arthur R. Craig, secretary, 803 Commercial Bank Bldg., Charlotte, N. C.

The Retail Hardware Association of Alabama, Inc., Annual Convention and Exhibit, Mobile, Ala., May 5 to 7 inclusive, 1936. Headquarters, sessions, and exhibit: Battle House. J. H. Crowe, secretary, 410 N. Twenty-first St., Birmingham, Ala.

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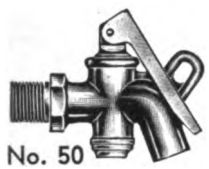
STEARNS LOW COST FAUCETS



No. 60

These are real sellers and offer you an attractive extra profit. Absolutely leak-proof and dependable. Made of close-grained grey iron (cadmium plated). Guaranteed to hold all non-corrosive petroleum liquids.

STEARNS faucets open a greatly widened market because they are lower in price than bronze faucets of this type.


No. 50

Self-Closing Faucet (No. 60) ¾" U. S. Std. Pipe Thread. ¾" Flow. Special impregnated leather valve facing is permanent. No replacement necessary.

Lock-Lever Faucet (No. 50) ¾" U. S. Std. Pipe Thread. ¾" Flow. Plug ground to each barrel. Spring washer holds tight joint.

Ask your jobber for STEARNS faucets.

E. C. STEARNS & CO. SYRACUSE, N. Y.

This New 1936 Model Genuine SOUTH BEND LATHE

$75.00 LESS MOTOR DRIVE

LATHE WEIGHS 310 LBS. CRATED

No down payment—3 years to pay. Write for details on this 9 in. x 3 ft. Workshop Precision, back-geared, screw-cutting Lathe. Made in 8 different drives and 4 bed lengths. 38 practical attachments are available for this lathe.



Free WRITE FOR CATALOG 15



SOUTH BEND LATHE WORKS
946 E. MADISON ST. SOUTH BEND, IND. U.S.A.

it's FREE THIS NEW ALL-METAL REVOLVING DISPLAY CABINET



A display of Moore Push-Pins, glass and aluminum heads, and pushless hangers, will ring up many an extra dime on your cash register.

A new revolving display cabinet is given free with an order for 72 assorted window front packets. Start today to increase your profits . . . order from your jobber.

MOORE PUSH-PIN CO.
113-125 Berkley St., Phila.

HELP!

We're not asking for it—*we're offering it!* The time—April 9th. The place—*Hardware Age.* The purpose—bigger and better brush sales for you. The product—Gold Stripe Brushes, the Gold Standard of Brush Quality.

PITTSBURGH PLATE GLASS COMPANY

BRUSH DIVISION
Baltimore, Md.

Manufacturers of Wallhide, Waterspar, Florhide, and other nationally known paint products.

WILDER'S Lion Half-Soles



Popular Display Assortment In The No. 50 Lion Tap Cabinet

Contains 1 doz. pairs each of 10¢, 15¢, 20¢ and 25¢ grades of Lion Taps. Total 4 doz. pairs *complete with nails.* Gross wght. about 15 lbs. Sold through Jobbers. Retail value $8.40. Dealer's profit 50%.

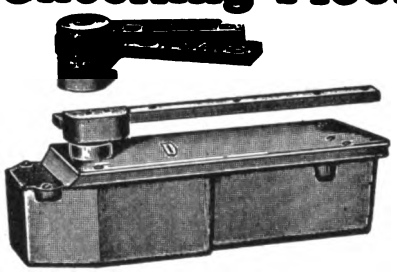
Refills always available.

Lion Taps are also sold for display independent of cabinet, packed one dozen pairs of a grade in an attractive display carton. Prices range from 10¢ per pair to 50¢ per pair, including nails.

Give us name of your jobber and receive FREE, a sample pair of 10¢ LION TAPS.

WILDER & COMPANY *Manufacturers Since 1877* 1038 Crosby St. Chicago, Illinois

Bommer Checking Floor Hinges



Suitable for all sizes and kinds of doors, metal or wood

Write for illustrated catalogue
Bommer Spring Hinge Co., Brooklyn, N.Y.

for Safety and Satisfaction ACCO



WELDED and WELDLESS CHAIN

Made by the World's Largest Manufacturer of Welded and Weldless Chain.

American Chain Company, Inc.
Bridgeport, Conn.

World's Largest Manufacturer of Welded and Weldless Chain

HAMILTON BEACH FOOD MIXER



Widely advertised in leading National magazines.

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RACINE, WISCONSIN

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CLASSIFIED OPPORTUNITIES SECTION

Use this section to reach *Hardware Manufacturers, Manufacturers' Agents, Jobbers, Jobbers' Salesmen, Retailers and Retail Salesmen*

• CLASSIFIED ADVERTISING RATES •

Positions Wanted Advertisements
at special rate of one cent a word, minimum 50 cents per insertion.

All Other Classifications

Set Solid, Maximum of 50 words.....$3.00
Each additional word..... .06
All Capitals, Maximum of 50 words.. 4.00
Each additional word..... .06
Allow Seven Words for Keyed Address

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4 insertions, 10% off; 8 insertions 15% off. Due to the special rate, these discounts do not apply on Positions Wanted Advertisements

— • —

REMITTANCE MUST ACCOMPANY ORDER
Send check or money order, *not currency.*

— • —

HARDWARE AGE is published every other Thursday. Classified forms close *13 days* previous to date of publication.

NOTE
Samples of Literature, Merchandise, Catalogs, etc., will not be forwarded.

— • —

Address your correspondence and replies to
HARDWARE AGE
Classified Opportunities Dept.
239 West 39th St., New York City

SALES REPRESENTATIVES WANTED

Sales Representatives Wanted

To sell leather half soles and rubber heels to jobbers in New England, Ohio, Indiana and Southwest. Straight commission on all orders received from territory. Line established in 1920.
THE HAGERSTOWN LEATHER COMPANY
Hagerstown, Maryland

IF YOU CAN SELL PADLOCKS and latches in Ohio, West Virginia and Western Pennsylvania on commission basis, write, giving your qualifications and lines now being sold. Address Box B-1000, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

WANTED — SALES REPRESENTATIVES NOW CALLING on the retail hardware trade in the states of New York, Pennsylvania, Indiana and Wisconsin to represent a reliable manufacturer of hickory tool handles. Address Box F, Puxico, Mo.

WANTED — HARDWARE SIDELINE SALESMAN — EXPERIENCED and well acquainted in department stores, retail, hardware and garden supply houses for selling fast moving item. Address Box B-975, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

ESTABLISHED MANUFACTURER WANTS SIDE LINE salesman calling on hardware dealers. State Rights open on commission basis on high-grade nationally known product universally used. State experience and territory wanted. Address Box 147, Hamilton, Ohio.

SALESMEN DESIRING PERMANENT CONNECTION WITH reliable corporation manufacturing finest fastest sellers, call on furniture, hardware, department stores, also jobbers, either whole or part time. Address—Dustmaster Corp., Dept. H-3, 600 First Avenue North, Minneapolis, Minnesota.

SALESMEN, FOR EXTREMELY ACTIVE AND quick repeating insecticide, who call upon hardware, grocery and drug trades, wholesale and retail. Commission basis. Offers fine opportunity for permanent and profitable connection. Address Box B-995, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

WANTED. SALESMAN TO REGULARLY CONTACT retail and wholesale hardware trade; commission basis. Builders' hardware specialties, padlocks and night latches Openings in certain protected territories. State experience, extent of coverage, etc. Address Box C-23, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

REPRESENTATIVES' OPPORTUNITY FOR A SENSATIONAL new development in quality cooking ware—combination of Stainless Steel and Aluminum—No Competition—Liberal Commission to experienced Salesmen who know Department Store, Hardware and Premium Trades. Address Box C-7, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALES REPRESENTATIVES WANTED

MANUFACTURERS' AGENTS OR SALESMEN WHO can add high-grade, repeating line. Sold all hardware stores and electrical supply trade, to take on product of established manufacturer. Liberal commission basis. Exclusive territory allotted. Must have following. Give fully, points covered and times yearly. Address Box C-17, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMEN WANTED CALLING ON RETAIL hardware and paint stores. All territories open. Good commission basis. We are placing on the market, D-Zine-O Art Paint, which designs itself. The most sensational, decorative paint-finish created. Can be sprayed, brushed or dipped. Six Standard colors. Special colors made to order. Address—Lyndhurst Laboratory, Box 284, Lyndhurst, N. J

WANTED A SALESMAN IN AN ESTABLISHED retail hardware store selling general hardware, house furnishings, refrigerators, washers, ironers, range and radios; located just outside of New York City. Single man preferred. Age not to exceed 25. Write stating experience, and salary expected. Good opportunity to right party. Address Box C-10, care of HARDWARE AGE, 239 W. 39th St , N. Y. City.

TWO SALESMEN CALLING ON RETAIL hardware, housefurnishing and department stores, to sell a good and complete line. Territories open are: Buffalo, Rochester and Syracuse area, and the New England states, particularly Connecticut. Prefer men who reside in these territories, and who have experience in selling housefurnishing goods. Give full details. Address Box C-6, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMEN — REPRESENTATIVE NEW YORK WHOLESALE hardware, housefurnishing and electrical goods house requires the services of several men for Metropolitan area, Long Island, Westchester, Jersey. Must be thoroughly experienced. Only those with following need apply. State with whom employed last five years. Confidential. Commission basis only. Address Box B-996, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

WANTED FACTORY REPRESENTATIVE FOR WESTERN Pennsylvania, Northern West Virginia and Ohio River towns adjacent to Pittsburgh—to call on Wholesale Hardware, Housefurnishing and Notion trade to represent a nationally advertised and universally used kitchen essential—popular price—known from Coast to Coast. Commission basis. furnish information concerning other factories you represent. Will not be addressed without consent. Address Box C-8, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

MANUFACTURER OF HIGH-GRADE LINE, moderately priced ironing tables, step ladders and various other wooden specialties, desires experienced salesmen on commission basis, who call on hardware, furniture, variety and department store trade regularly every four to six weeks. Men for each of the following states: Illinois, Iowa, Wisconsin, Missouri, Indiana, Michigan, Nebraska, Ohio and West Virginia. Full protection repeat business. Reply, giving full details of yourself, other lines carried and territory covered regularly. Address Box C-18, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

• BUSINESS OPPORTUNITIES

An Established Factory Since 1850,

fully equipped and adapted for work in metal or cellulose materials, desires new articles or component parts of products to manufacture. With a Sales Organization covering the U. S. we are also interested in marketing new or old articles of merit. Write giving details.
HAMPDEN MFG. CO., INC.
17-A Warren St., N. Y. City

RELIABLE EXECUTIVE

of export firm going to England and South Africa can undertake for reasonable fee sales promotion, adjustments, investigations, surveys, or similar confidential duties. Address Box C-16, care of HARDWARE AGE. 239 W. 39th St., N. Y. City.

EXPERIENCED MAN IN RETAIL AND wholesale hardware and paint business with executive ability, to manage large store. Also opportunity to invest money, if proven satisfactory. Address Box C-21, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

CONTACT YOUR TRADE REGULARLY WITH business-building house organ. Low cost —big returns. 500 copies, $10; 1000, $15. Your ad has full front page. Enclose with statements, letters. Manufacturers, jobbers, dealers, agents —get sample. Address Crier's Agency, 1840 E. 87th St., Cleveland, Ohio.

FOR SALE — PRIMARILY WHOLESALE HARDWARE and iron works in prosperous city ot the Southwest, serving population of over 100,000. Business shows uninterrupted profits over many years. Purchase price $200,000. Parties contemplate retiring from business. Only well-financed and legitimate prospects considered. Address Box B-998, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALES ACCOUNTS WANTED

OLD ESTABLISHED FIRM WITH SALES organization could handle additional exclusive line for hardware and electrical trade. Address Box C-9, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

LINES WANTED—I AM SELLING 300 good loyal retail hardware accounts in Oregon, Washington, Idaho and Montana; will be glad to hear from manufacturers wanting representation. Address Box 2150, Portland, Oregon.

MANUFACTURER'S AGENT IN CHICAGO IS expanding his field of operation and invites correspondence from manufacturers desiring representation in Mid West territory. Will consider furnishing warehouse space for lines with some established business. Address Box No. 7582-A, HARDWARE AGE, 802 Otis Bldg., Chicago, Ill.

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Sales Accounts Wanted

MANUFACTURER'S REPRESENTATIVE WITH HEADQUARTERS IN Detroit, Michigan, desires volume and other lines for Michigan. Would consider Northern Ohio covering the hardware jobbers and large retailers, department and electrical stores and lumber dealers. Would consider handling your goods in Detroit as a distributing point. Address—C. V. Hetts, 1619 Hurlbut Ave., Detroit, Michigan.

ATTENTION MANUFACTURERS! MANUFACTURER'S REPRESENTATIVE WITH headquarters in Oakland, California, desires volume and other lines, covering hardware jobbers and large retailers, department and electrical stores, sporting goods, and lumber dealers. High standing and good following. Address Box C-14, care of Hardware Age, 239 W. 39th St., N. Y. City.

SALES ORGANIZATION WANTS LINES EXCLUSIVE for the States of Alabama, Georgia, North Carolina and Florida. Trade covered—wholesale and retail hardware, drug, chain and department stores. Lines accepted must be worthy of real sales effort and pay small retainer and expenses with a bonus for volume. We have the ability to give you proper results. Address Taylor's Sales Service, Box 744, Lakeland, Fla.

Positions Wanted

SITUATION WANTED BY YOUNG MAN, experienced in builders' hardware business, knowledge of taking off plans, detailing and estimating. Some sales ability. Address Box C-20, care of Hardware Age, 239 W. 39th St., N. Y. City.

SALESMAN WITH SEVEN YEARS' EXPERIENCE in contacting hardware and house-furnishing jobbers, also department stores, in Metropolitan New York area, desires position with reputable manufacturer as New York salesman. Address Box C-1, care of Hardware Age, 239 W. 39th St,. N. Y. City.

EXPERIENCED SALESMAN, AGE 40, WANTS job selling merchants or manufacturers in the Tennessee Valley Territory. Prefer hardware or automotive line from jobber or manufacturer. Can arrange to warehouse stock here if desirable. Commission or salary basis. Address P. O. Box 279, Florence, Ala.

Positions Wanted

MANAGER OF HARDWARE STORE OR department, with twelve years' hardware experience and excellent references seeks position, preferably in Northwest. Married, thirty years of age, and for past four years has successfully managed hardware, paint and electrical department having annual volume exceeding $60,000. Address Box C-22, care of Hardware Age, 239 W. 39th St., N. Y. City.

BOOKKEEPER, ACCOUNTANT, OFFICE AND CREDIT manager; systematizer, correspondent; 10 years' experience in hardware, plumbing, and real estate supplies; accustomed and capable to handle any volume of business; highest credentials; residence conveniently situated to reach any locality in New York City, or suburbs. Address Box C-19, care of Hardware Age, 239 W. 39th St., N. Y. City.

YOUNG LADY OFFICE MANAGER, BOOKKEEPER, stenographer, 7 years' experience retail hardware, electrical appliances, house furnishings and heavy hardware. Credits and collections. Good education, honest, dependable, good worker, thorough. Excellent record. Highest references. Age 28. Of good family. Good moral habits. Will go anywhere. Address Box B-982, care of Hardware Age, 239 W. 39th St., N. Y. City.

MANUFACTURERS' AGENT, 31, WITH FOLLOWING in Western Pennsylvania, Ohio territory, would like to carry fast-selling item to hardware, electrical, radio, furniture and department trade on commission and overage basis. Past experience in electrical item, radio midgets, food mixers, fans, lamps, skates, etc. Address C-4, care of Hardware Age, 239 W. 39th St., N. Y. City.

EXPERIENCED IN HARDWARE, HOUSE-FURNISHINGS, ELECTRICAL, plumbing, mill and factory supplies; store departmentizing and display work, also considerable experience in window trimming doing my own show card and sign work. Desire to locate for a permanent position where hard work and good sales work will be appreciated. Address Box C-3, care of Hardware Age, 239 W. 39th St., N. Y. C.

SALESMAN 10 YEARS' EXPERIENCE SELLING factory equipment to industrial plants in Buffalo and western New York for nationally known tool manufacturer. Branch manager 5 years. Past two years sold hardware jobbers in New York, Pennsylvania. West Virginia, Ohio, Michigan, and Indiana. Single. Excellent record and references. Address Box C-11, care of Hardware Age, 239 W. 39th St., N. Y. City.

Positions Wanted

YOUNG MARRIED MAN, DESIRES CONNECTION with reputable manufacturer. Ten years contact with wholesale hardware and sporting goods jobbers in the following territories—New York, Ohio, Indiana, Kentucky, Missouri, Iowa, Illinois, Michigan, and Wisconsin. Age 36, execellent references. Present headquarters in New York City. Can be changed if desired. Address Box C-12, care of Hardware Age, 239 W. 39th St., N. Y. City.

CAPABLE AND CONSCIENTIOUS HARDWARE MAN needs work. Experience covers cutlery buyer and department manager for large New England jobber; also fifteen years covering New England States for nationally-known hardware manufacturers. Would like job in sales department of manufacturer or jobber or New England sales representative. Address Box B-991, care of Hardware Age, 239 W. 39th St., N. Y. City.

CREDIT EXECUTIVE, ACCOUNTANT AND OFFICE MANAGER is available as my future in my present connection is limited. Past record of 12 years, beyond question, nine years in present position for leading wholesale hardware concern; handling credits, collections, specializing in the legal angles of credits, general accounting-correspondence. Thoroughly experienced in Maritime and State lien laws. Efficient systematizer and office manager assuming large responsibilities. Pace Institute of Accounting and Business Administration graduate. Age 33, Christian, American whose business and character affiliations can stand rigid investigations. Address Box C-13, care of Hardware Age, 239 W. 39th St., N. Y. City.

Hardware Personnel

Our files contain applications of several hundred experienced and well-trained employees in the hardware industries.

NO CHARGE TO EMPLOYERS FOR THIS SERVICE

If we can be of any help to you, just phone

ASSOCIATED PLACEMENT BUREAU

152 West 42nd Street New York City

WIS. 7-1802, 1803

Some Items of Interest

Did you know that—

Nine out of ten (92%) **of the advertisers** using the national hardware papers during 1935 **used Hardware Age!**

and

Seven out of Ten (69%) **of those who used Hardware Age** during 1935 **used Hardware Age ONLY.**

This great advertiser preference for and confidence in Hardware Age has been built up year by year as more and more manufacturers experienced its effectiveness as an instrument for cultivating the great hardware market.

Advertisers, experienced in marketing through the hardware trade, **know** that it **Pays to Concentrate in Hardware Age.**

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—They are concerns that are in business to stay.

—They believe in the future security and success of the hardware trade.

—They are eager for the continued prosperity of our country.

—They are practicing what they preach—successful and profitable hardware merchandising.

They deserve your support for their help in making possible the finest business paper published for the hardware field, the recognized authority of the trade for over seventy-five years—

Mention HARDWARE AGE when writing to **your** advertisers.

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HARDWARE AGE

A Chilton Publication

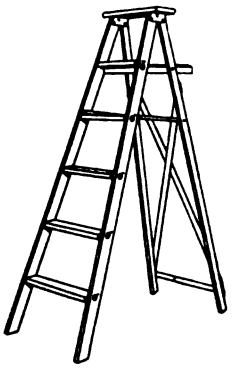
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